Client Handbook

This manual is to be used as a reference guide for all InsightExpress platform users.

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A. WELCOME

When it comes to marketing research, you're comfortable taking the lead. Whether you prefer to work independently or are simply looking to economize, the InsightExpress research platform can serve as a powerful and efficient ally.

Since opening our doors in 1999, InsightExpress has offered its clients superior online marketing research services. The InsightExpress research platform provides the most robust, inventive and advanced survey capabilities available – all at a reasonable cost.

What sets us apart? While exceptional technology is the backbone of sophisticated online research, our system was designed by researchers, not technologists. As researchers, we understand that it's important to adhere to industry standards and we are able to provide the highest quality tools available. We draw upon proprietary expertise in both research and technology to help you achieve your research goals quickly, independently and with confidence.

InsightExpress puts this patented research engine at your fingertips so you can work faster and manage your own timeframe, delivering top quality results to your clients and internal stakeholders. We not only provide an exceptional tool, but also a seamless experience from start to finish. Every stage of the process, from survey development through data collection and top notch reporting, was designed with ease and excellence in mind.

But we think of our platform as more than an accessible and reliable resource – our own analysts and researchers put it to use on a daily basis. As both power users and tough customers, we are constantly challenging ourselves to find new ways to make a great thing even better.

This intuitive, accessible user manual was developed to arm our clients with a comprehensive and searchable guide to our research platform. It contains step by step instructions, visuals and examples which will help you successfully create, share, launch and analyze your surveys.

We hope you enjoy tour research experience with InsightExpress. ***Thank you for choosing us as your research partner.***

Sincerely,
The InsightExpress Team

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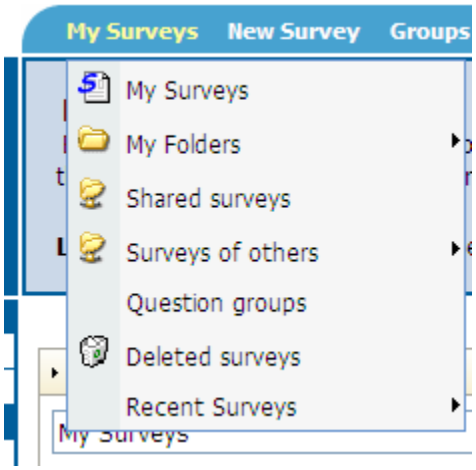
B. SURVEY CREATION & DESIGN

B1. Account Toolbars

When you log into your account, you will see many toolbars that will assist you in creating and fielding your survey.

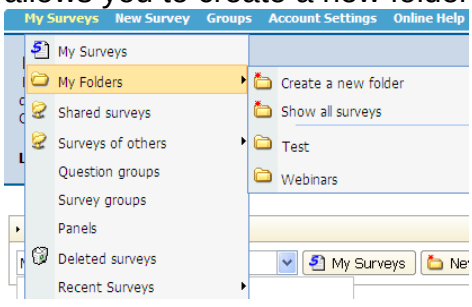
B1a. My Surveys Menu

The **My Surveys** tab at the top of the page allows you to go through all of the surveys that you have in your account as well as access those surveys that are shared with your account.



My Surveys brings you back to the My Surveys page regardless of where you are in your account.

My Folders allows you to access surveys that were placed in a folder. It also allows you to create a new folder or show all surveys.



Shared Surveys allows you to access the surveys that were shared directly with your account. Please see section B1c for additional information.

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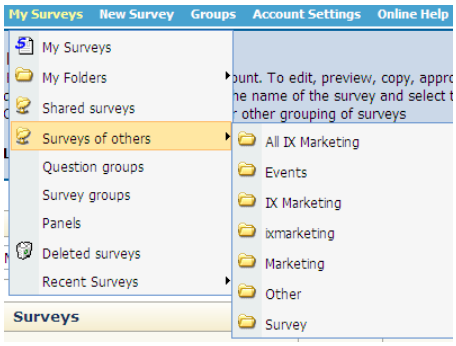
Surveys of others allows you to access the surveys that were shared with groups that you are a part of. Please see section B1c for additional information.



Deleted Surveys allows you to access the surveys that were deleted.

Recent Surveys allows you to access surveys that were recently being edited or analyzed.

B1b. New Survey
Allows you to create new surveys from 3 different options. Please refer to section B3 for additional information.

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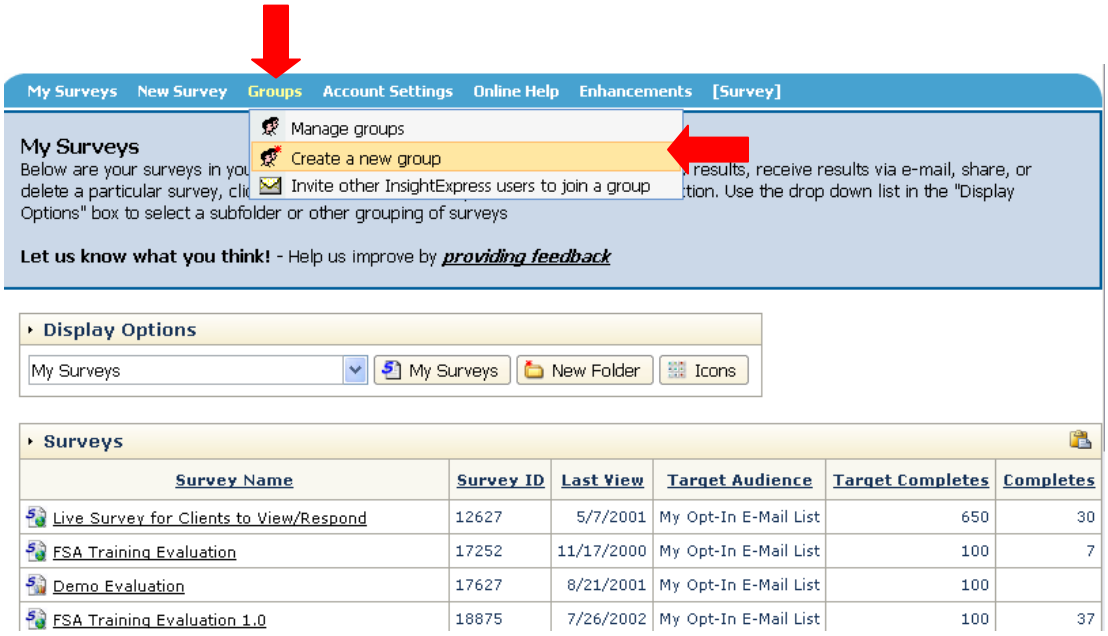
B1c. Groups/Shared Surveys

Creating a Group

By creating a group, you can invite other InsightExpress users to see and modify surveys, view results online, download results, and change reporting options to surveys in your account.

To create a group, click on **Groups** then click on **Create a new group**.



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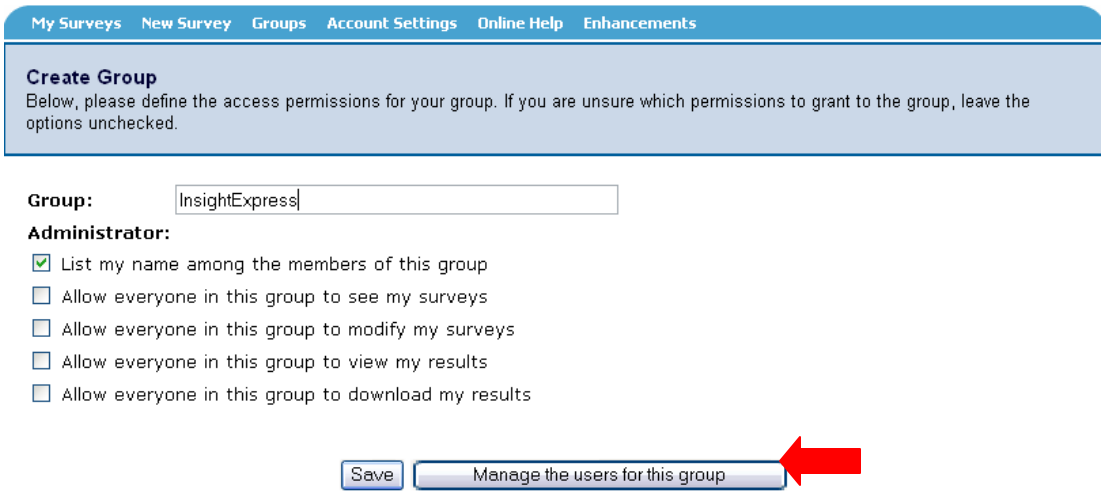
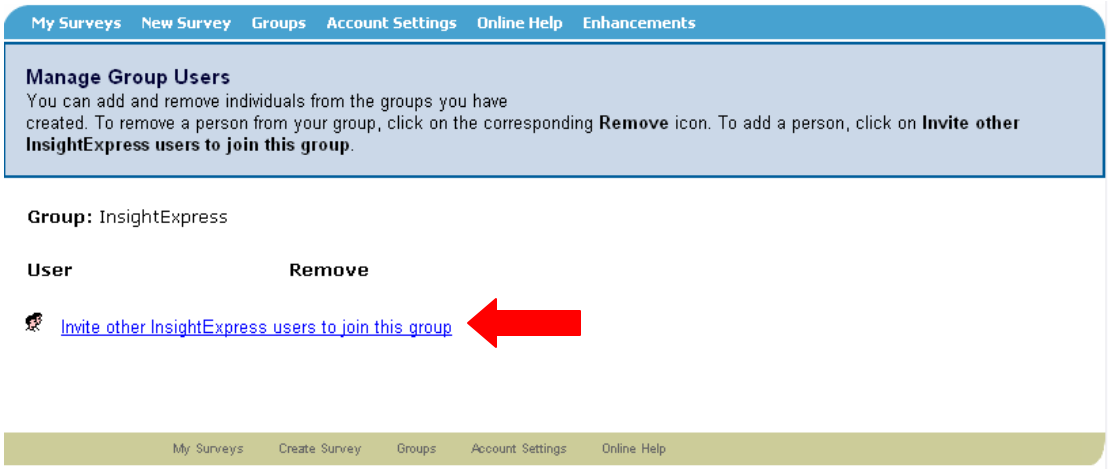
Next, choose a name for the group that you are creating (it can be anything that you like). For example, you may choose the name of the person you are sharing with, or a department name.

After naming the group, click on the button **Manage the users for this group**.

You may give permission to your group to see your surveys, modify surveys, view results and download results by checking off the appropriate setting below.


My Surveys
New Survey
Groups
Account Settings
Online Help
Enhancements
Create Group
Below, please define the access permissions for your group. If you are unsure which permissions to grant to the group, leave the options unchecked.
Group:
InsightExpress
Administrator:
List my name among the members of this group
Allow everyone in this group to see my surveys
Allow everyone in this group to modify my surveys
Allow everyone in this group to view my results
Allow everyone in this group to download my results
Save
Manage the users for this group

After creating the group, you need to invite other users to the group. Click on the link **Invite other users to join this group**.


My Surveys
New Survey
Groups
Account Settings
Online Help
Enhancements
Manage Group Users
You can add and remove individuals from the groups you have created. To remove a person from your group, click on the corresponding Remove icon. To add a person, click on Invite other InsightExpress users to join this group.
Group: InsightExpress
User
Remove
Invite other InsightExpress users to join this group
My Surveys
Create Survey
Groups
Account Settings
Online Help

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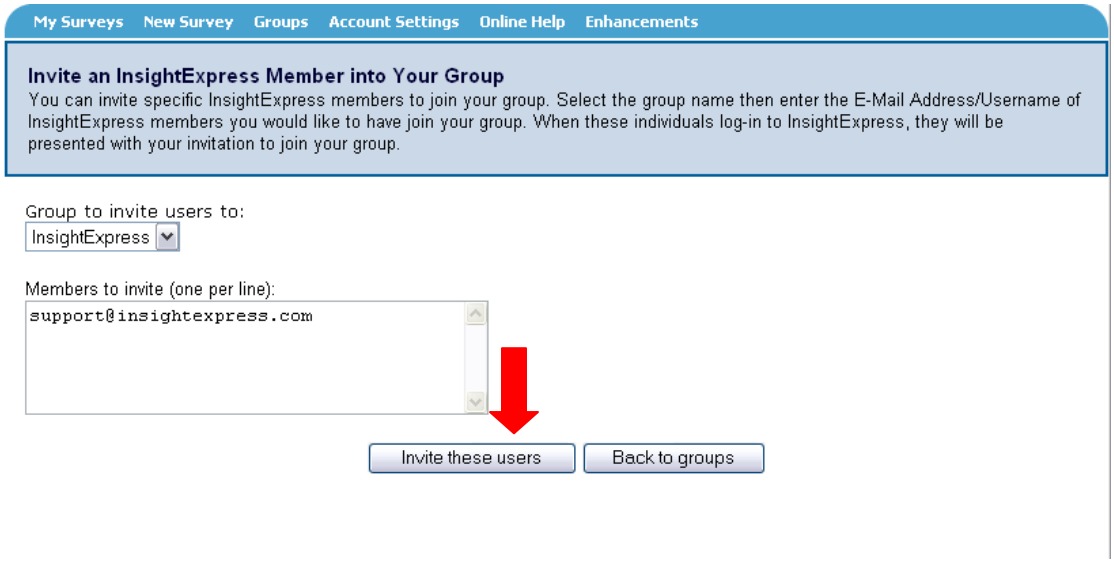
Next, type in the email address/username of the users you wish to invite in the box provided and click **Invite these users**


My Surveys
New Survey
Groups
Account Settings
Online Help
Enhancements
Invite an InsightExpress Member into Your Group
You can invite specific InsightExpress members to join your group. Select the group name then enter the E-Mail Address/Username of InsightExpress members you would like to have join your group. When these individuals log-in to InsightExpress, they will be presented with your invitation to join your group.
Group to invite users to:
InsightExpress
Members to invite (one per line):
support@insightexpress.com
Invite these users
Back to groups

Please note: The person you are inviting to the group must have an InsightExpress account.

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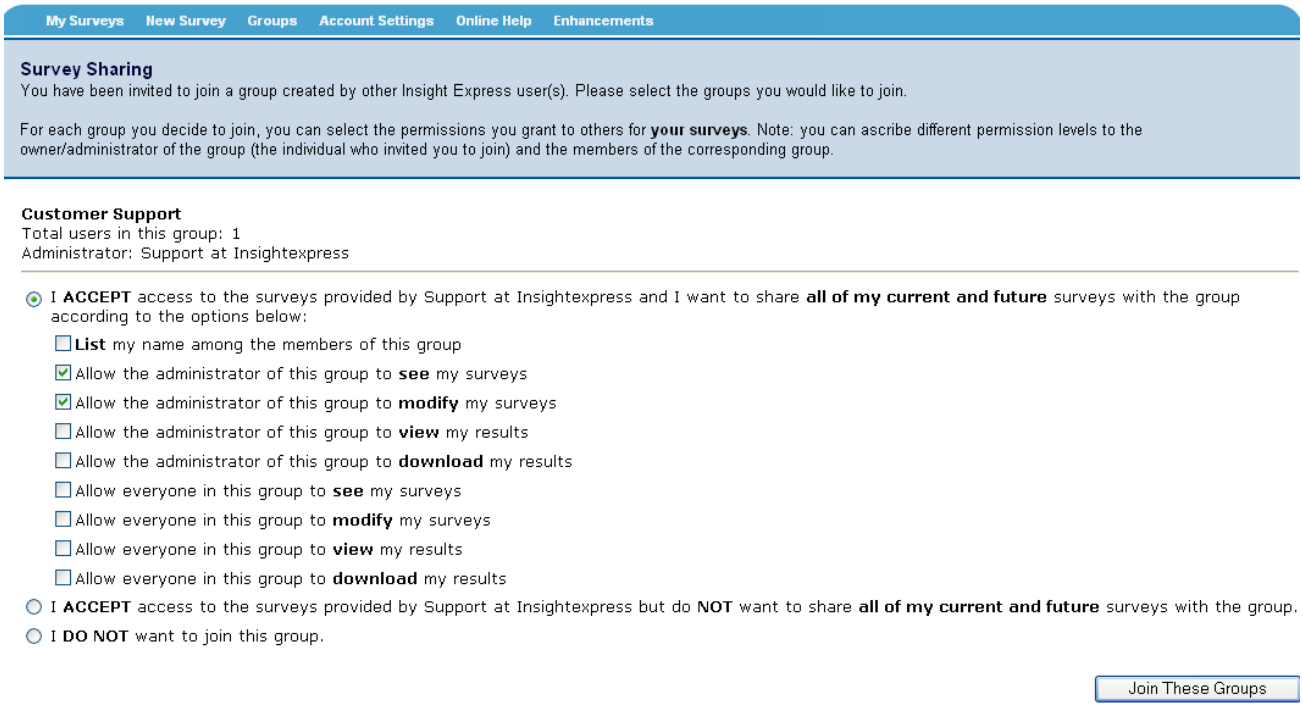
The user that you are inviting to this group will then need to log into their account and accept the invitation to join the group. The invitation will appear as soon as the user logs in.


My Surveys
New Survey
Groups
Account Settings
Online Help
Enhancements
Survey Sharing
You have been invited to join a group created by other Insight Express user(s). Please select the groups you would like to join.
For each group you decide to join, you can select the permissions you grant to others for your surveys. Note: you can ascribe different permission levels to the owner/administrator of the group (the individual who invited you to join) and the members of the corresponding group.
Customer Support
Total users in this group: 1
Administrator: Support at Insightexpress
I ACCEPT access to the surveys provided by Support at Insightexpress and I want to share all of my current and future surveys with the group according to the options below:
List my name among the members of this group
Allow the administrator of this group to see my surveys
Allow the administrator of this group to modify my surveys
Allow the administrator of this group to view my results
Allow the administrator of this group to download my results
Allow everyone in this group to see my surveys
Allow everyone in this group to modify my surveys
Allow everyone in this group to view my results
Allow everyone in this group to download my results
I ACCEPT access to the surveys provided by Support at Insightexpress but do NOT want to share all of my current and future surveys with the group.
I DO NOT want to join this group.
Join These Groups

A user can elect to accept full access to the surveys shared by the group administrator and group members, in turn also sharing every existing survey in the account with the group. Or they can just accept access to shared surveys while not sharing any surveys with the group. The checkboxes allow a user to grant specific levels of access to the group and group administrator. Once these are all set, make sure to click on **Join These Groups**.

These settings can be changed later in the **Groups** menu of the account.

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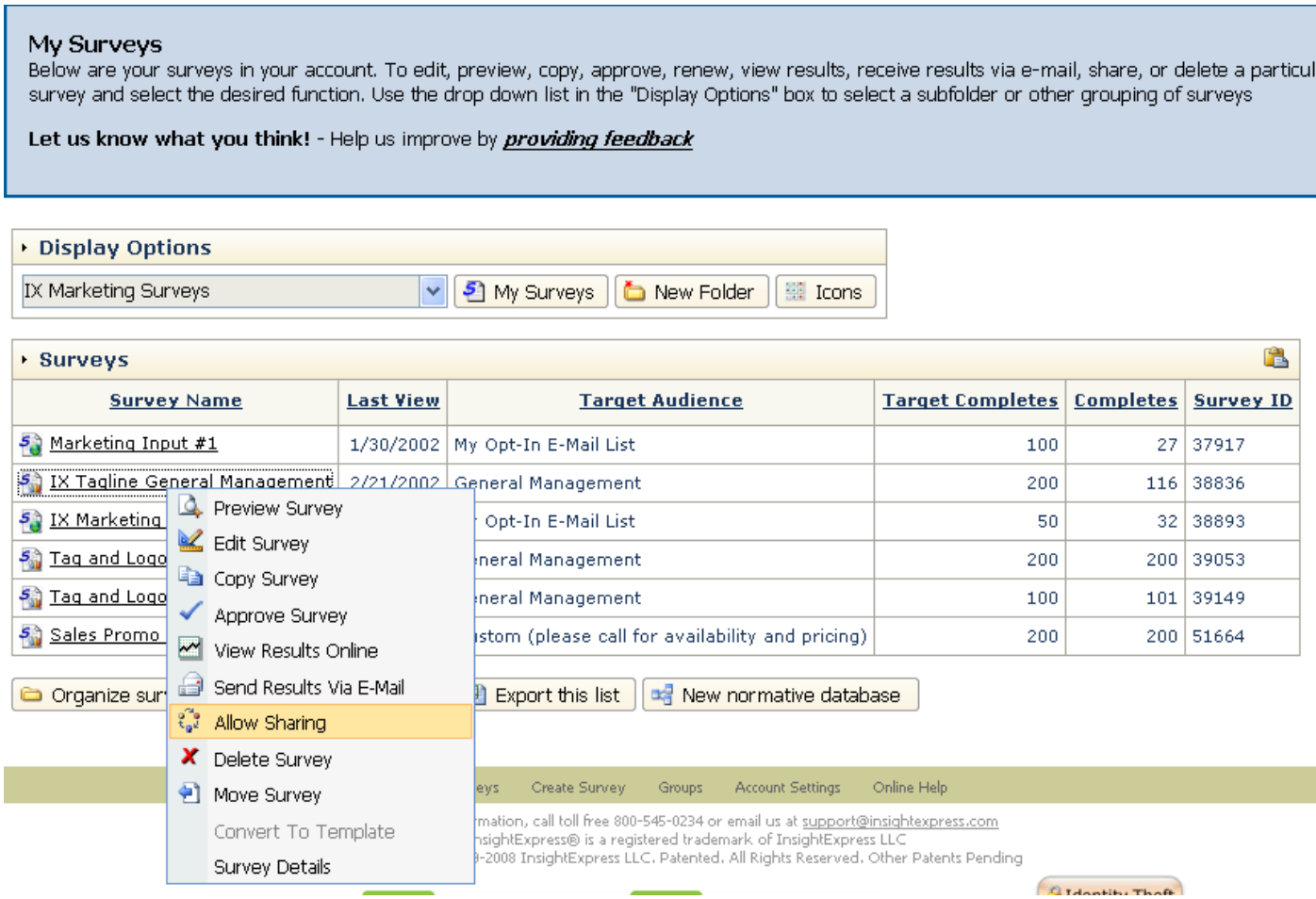
Sharing a Survey

Once the user accepts the invitation, you may begin to share surveys with him/her. Click on the survey you would like to share and go to **Allow Sharing**.



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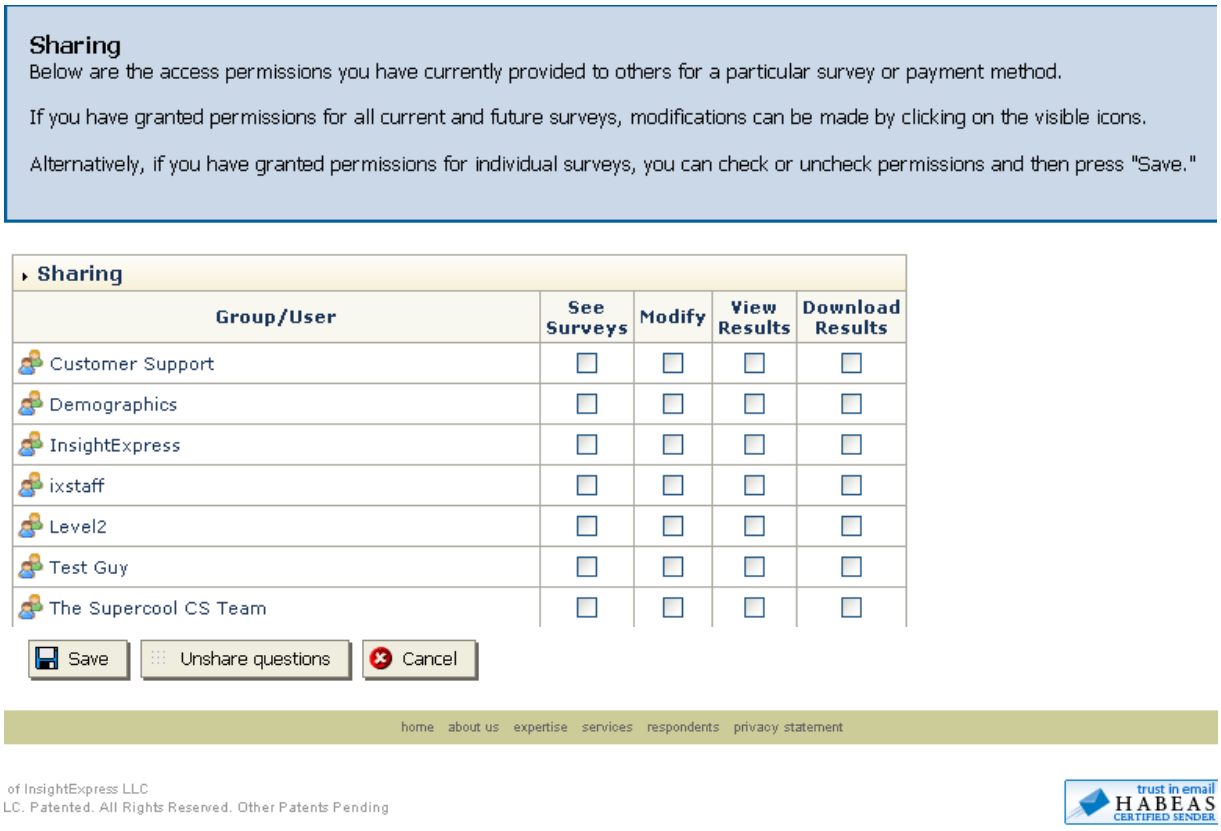
You will see the groups you set up in your account and the names of the users who have accepted the invitation to join your group.

Once your groups are set, you may also set the permissions that you would like to establish for individual users or for each group. Indicate the permissions you would like to give by checking the corresponding boxes. Then click on **Save** when you are done selecting the specific permissions.


Sharing
Below are the access permissions you have currently provided to others for a particular survey or payment method.
If you have granted permissions for all current and future surveys, modifications can be made by clicking on the visible icons.
Alternatively, if you have granted permissions for individual surveys, you can check or uncheck permissions and then press "Save."
Sharing
Group/User
See Surveys
Modify
View Results
Download Results
Customer Support
Demographics
InsightExpress
ixstaff
Level2
Test Guy
The Supercool CS Team
Save
Unshare questions
Cancel
home about us expertise services respondents privacy statement
of InsightExpress LLC
LC. Patented. All Rights Reserved. Other Patents Pending
trust in email
HABEAS
CERTIFIED SENDER

The account in which the survey was shared will display the list of shared surveys. It will list the surveys of the group shared universally (from the group administrator's Group Settings) into the invitee's Surveys of Others folder.

The group name, "Customer Support" (in the above example), can now be selected. Surveys shared on an individual basis from the group administrator's Allow Sharing feature can be found in the invitee's Shared Surveys folder.

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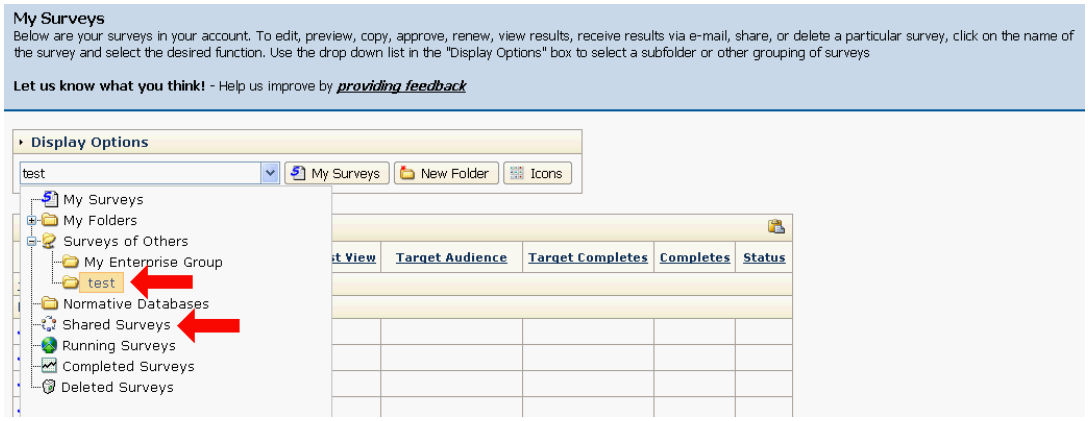
My Surveys
Below are your surveys in your account. To edit, preview, copy, approve, renew, view results, receive results via e-mail, share, or delete a particular survey, click on the name of the survey and select the desired function. Use the drop down list in the "Display Options" box to select a subfolder or other grouping of surveys
Let us know what you think! - Help us improve by providing feedback
Display Options
test
My Surveys
New Folder
Icons
My Surveys
My Folders
Surveys of Others
My Enterprise Group
test
Normative Databases
Shared Surveys
Running Surveys
Completed Surveys
Deleted Surveys
Target Audience
Target Completes
Completes
Status

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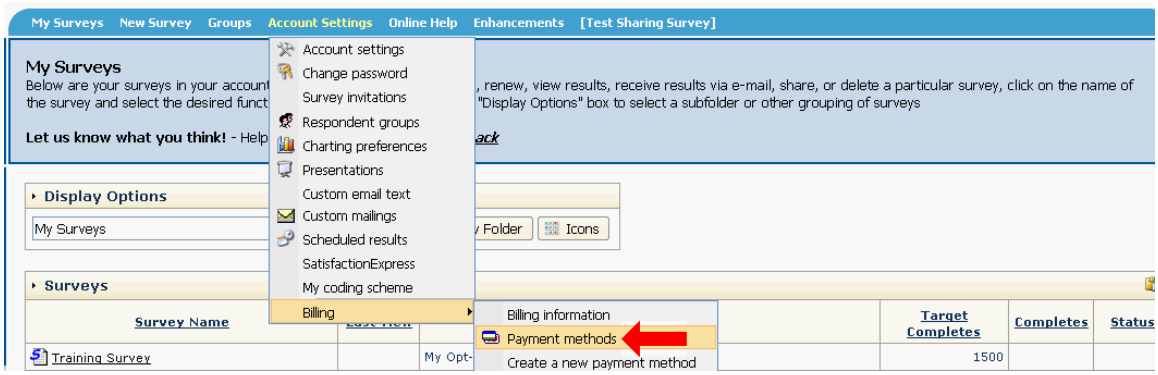
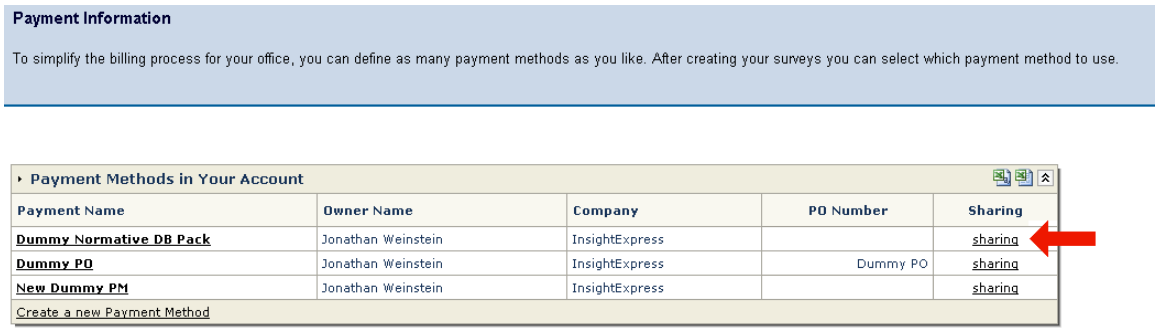
Sharing Payment Methods

Sharing payment methods is similar to sharing surveys in that an individual must be part of the same **group** to have access to the payment method.

To share a payment method, follow the instructions for Group membership outlined in the **Sharing Groups** section, and then go to **Account Settings/Billing/Payment Methods**.



This will take you to the **Payment Information** page. All the payment methods owned by this account should appear here. Select **sharing** to grant access to other InsightExpress members. *(Note that payment methods that have been shared with this account, but are not owned by this one, will **NOT** appear on this list.)* **A payment method can only be shared from the Payment Owner's account directly.**



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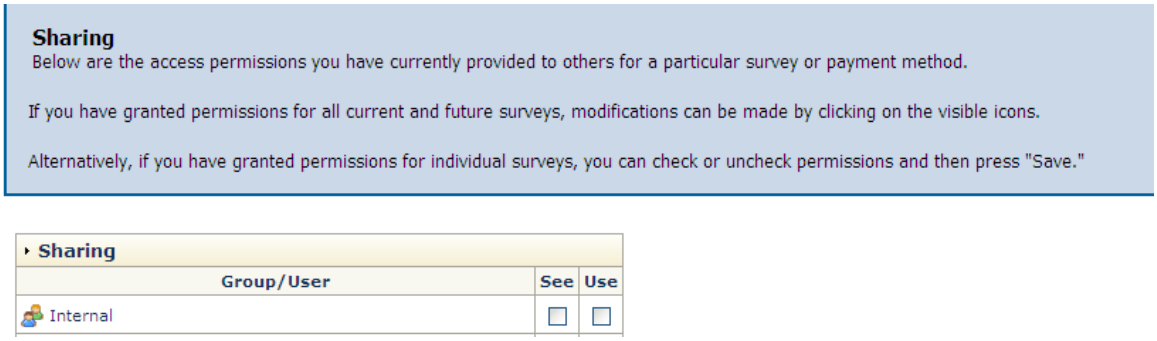
This will take you to the **Sharing** page. Grant access to the group member who you'd like to share the payment method with by checking off the appropriate boxes:

See allows the user to see the name of the payment method when going to approve a survey.

Use allows the user rights to launch surveys off of this payment method.


Sharing
Below are the access permissions you have currently provided to others for a particular survey or payment method.
If you have granted permissions for all current and future surveys, modifications can be made by clicking on the visible icons.
Alternatively, if you have granted permissions for individual surveys, you can check or uncheck permissions and then press "Save."
Sharing
Group/User
See
Use
Internal

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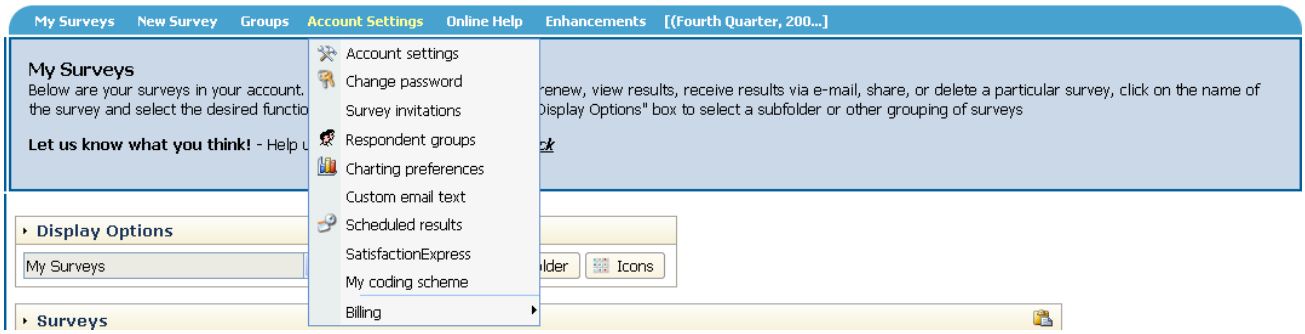
B1d. Account Settings

You can access your account settings by hovering your mouse over the **Account Settings** menu option found at the top of the Account screen. You will find a number of ways to customize your account.



Account settings: Provides options that help you manage your experience with InsightExpress.

Change password: Allows you to change your account password.

Survey invitations: You may add an invitation to a survey that is being fielded to your own respondent list. Create the language of the invitation, accept and reject labels and add a reject URL for your survey invite.

Respondent groups: Supply a list of usernames and passwords for all respondents for a survey. Simply copy and paste a list of usernames and passwords to add extra security to your survey.

Charting preferences: Allows you to modify the charting views for your results.

Custom email text: Allows you to set up and send out custom mailings to your own email list.

Custom mailings / Mailing Batches: *****To use this feature, please contact your Account Executive for information on additional training and support materials.*****

Scheduled results: Allows you to set up a schedule to receive daily survey results in a set format.

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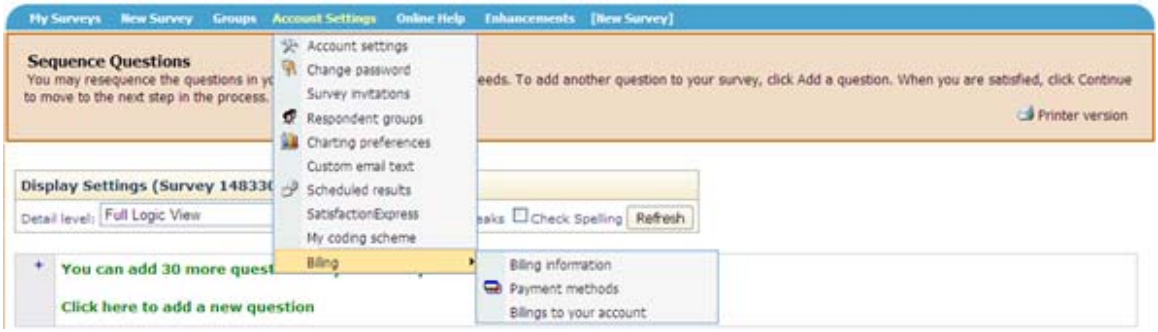
My coding scheme: Define your custom coding scheme for CSV and Fixed Width reports. Once you have it defined, you can choose between IX Standard scheme and your custom scheme when you request the data in one of the two formats.

Billing: Allows you to go in and change billing information, view payment methods, create a new payment method and monitor billings for your account.



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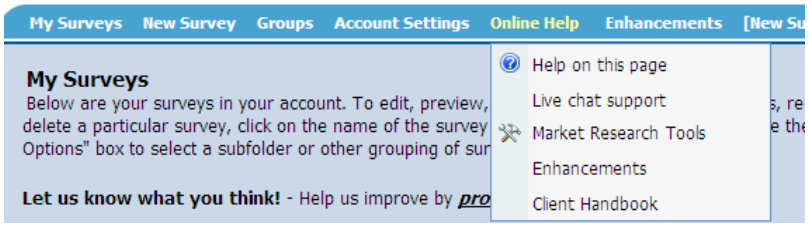
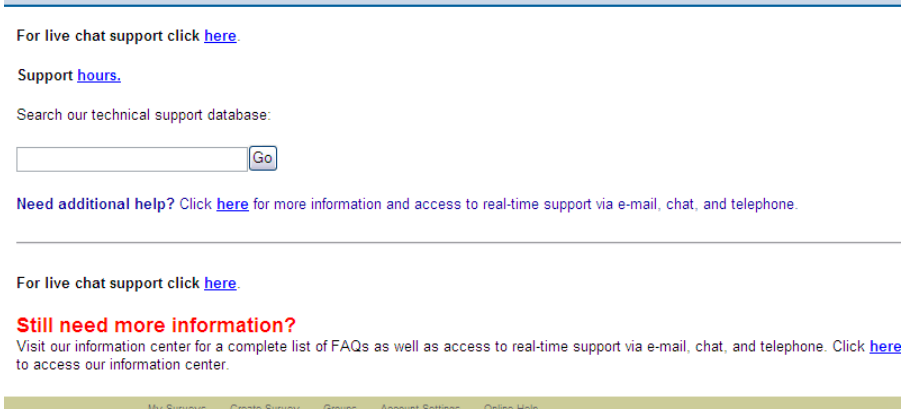
B1e. Online Help


My Surveys
New Survey
Groups
Account Settings
Online Help
Enhancements
[New Su
My Surveys
Below are your surveys in your account. To edit, preview,
delete a particular survey, click on the name of the survey
Options" box to select a subfolder or other grouping of sur
Let us know what you think! - Help us improve by pro
Help on this page
Live chat support
Market Research Tools
Enhancements
Client Handbook

- **Help on this page** will link you to live chat support, or you can search the InsightExpress technical support database.


For live chat support click here.
Support hours.
Search our technical support database:
Go
Need additional help? Click here for more information and access to real-time support via e-mail, chat, and telephone.
For live chat support click here.
Still need more information?
Visit our information center for a complete list of FAQs as well as access to real-time support via e-mail, chat, and telephone. Click here to access our information center.

- **Live Chat Support** allows you to contact a Custom Marketing Research Coordinator in real time, during support hours.

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- **Market Research Tools** allows you to search for the most recent marketing research terminology and calculators.

- **Client Handbook** allows you to open the Client Handbook from the site.

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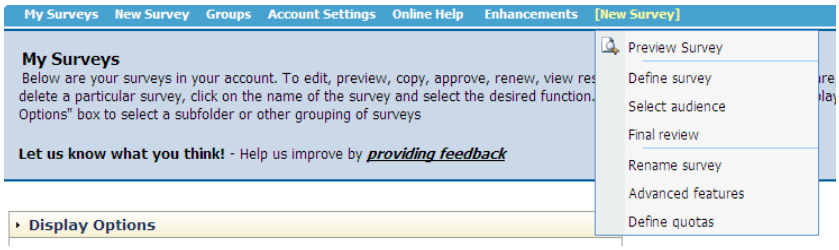
[New Survey] allows you to access the most recent survey that you edited (the survey name will appear within the brackets).


My Surveys
New Survey
Groups
Account Settings
Online Help
Enhancements
[New Survey]
My Surveys
Below are your surveys in your account. To edit, preview, copy, approve, renew, view res
delete a particular survey, click on the name of the survey and select the desired function.
Options" box to select a subfolder or other grouping of surveys
Let us know what you think! - Help us improve by providing feedback
Preview Survey
Define survey
Select audience
Final review
Rename survey
Advanced features
Define quotas
Display Options

- **Preview Survey** allows you to preview the survey. Please refer to section C for additional information.
- **Define Survey** allows you to edit the survey, if the survey is not live.
- **Select audience** allows you to select your target audience (email list or Web site visitors). Please refer to section E2 for additional information.
- **Final review** allows you to do one final review of your survey prior to submitting the survey for processing. Please refer to section E4 for additional information.
- **Advanced features** allows you to access the advanced features of the survey. Please refer to section B21 for additional information.
- **Define quotas** allows you to set up quotas for your survey – please refer to page C3b for additional information.

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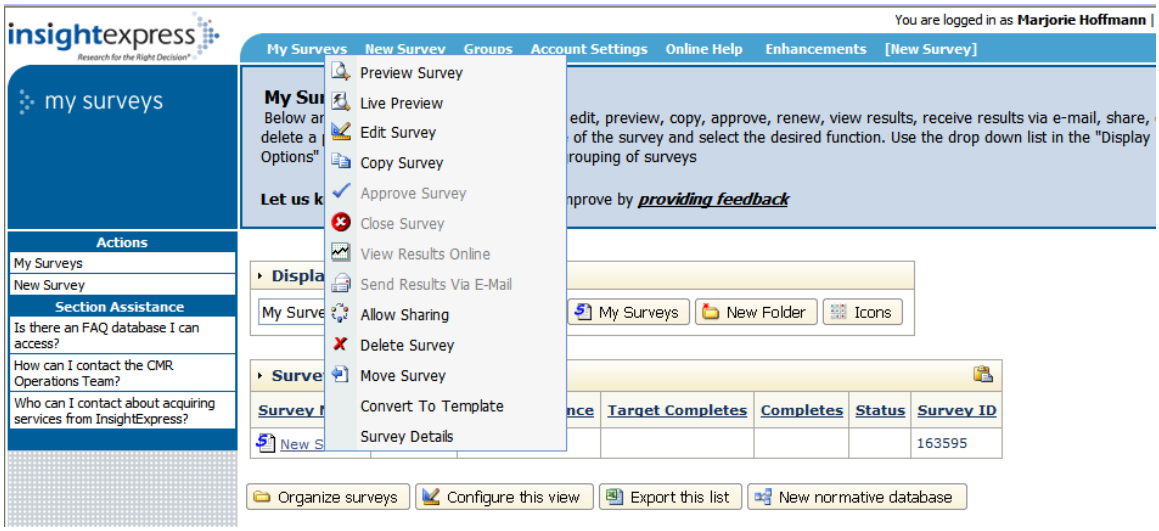
B2. Survey Menu

Once logged in, the first page you will see is entitled **My Surveys**. This page lists all surveys that have been created in your account (or surveys that have been made available to you though the groupware functionality).

By clicking on the name of the survey, you will see the following options: **Preview Survey, Live Preview, Edit Survey**, **Copy Survey**, **Approve Survey, Close Survey**, **View Results Online**, **Send Results Via E-mail**, **Allow Sharing**, **Delete Survey**, **Move Survey**, **Convert to Template**, and **Survey Details**.



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The survey options mentioned above perform as follows:

Preview Survey allows you to view the survey as a respondent will see it.

Live Preview allows you to view the survey and the “Thank You” Page as a respondent will see it.

Edit Survey links to the survey edit page when the survey is in edit mode and to the thank you page and not running page when the survey is running.

Copy Survey copies the survey selected.

Approve Survey allows you to field your survey.

Close Survey allows you to close a survey fielding to your audience that was launched off a partnership agreement.

View Results Online provides survey results online for Web-based reporting.

Send Results via Email provides access to survey results via email. Available data formats include: MS Excel/CSV/Fixed Width/SPSS format/Microsoft T-SQL Statements.

Allow Sharing permits others to view the survey under specific permissions.

Delete Survey removes the survey from your account.

Move Survey moves the survey in or out of a folder.

Convert to Template allows you to customize and create your own survey template including logos, color background and fonts for later use on future surveys.

Survey Details provides approval details of the selected survey such as URL, username, target, target completes, price, payment method, date survey was created, and online invoice.

The following screenshot shows the results options available after a survey is approved and has achieved its first complete.

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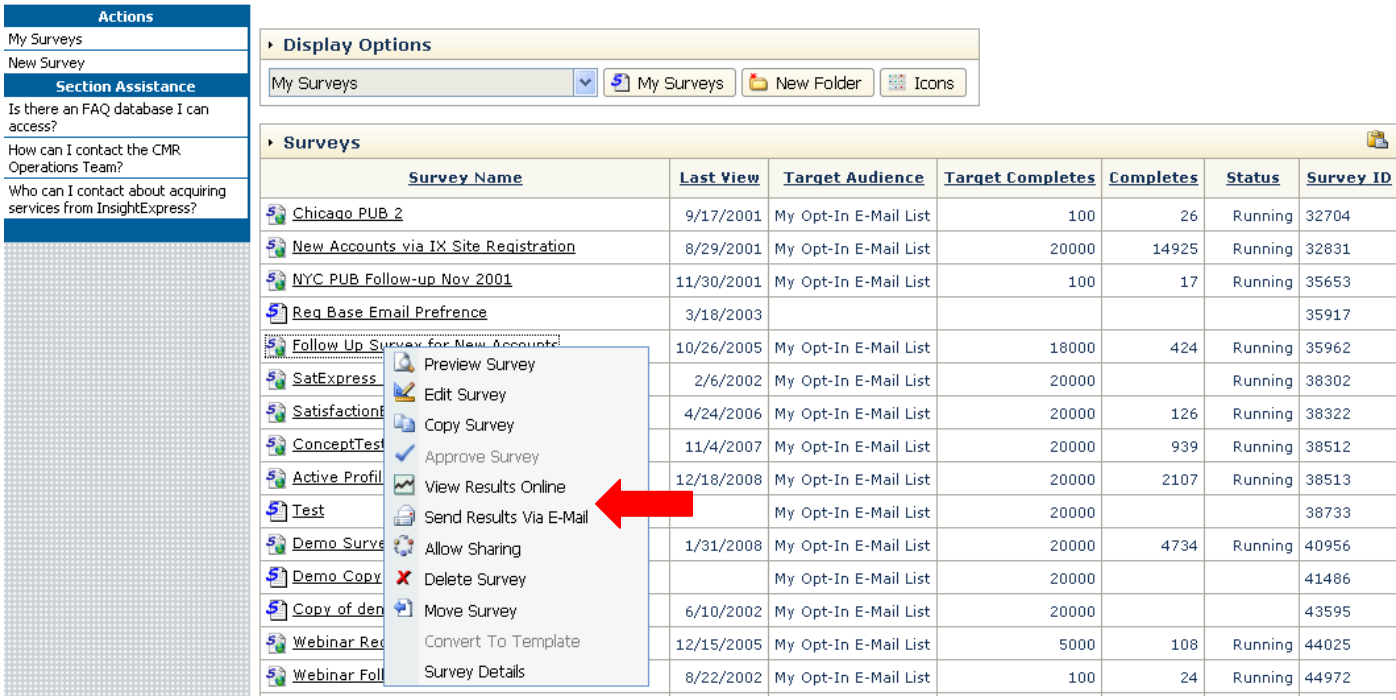
Actions
My Surveys
New Survey
Section Assistance
Is there an FAQ database I can access?
How can I contact the CMR Operations Team?
Who can I contact about acquiring services from InsightExpress?
Display Options
My Surveys
My Surveys
New Folder
Icons
Surveys
Survey Name
Last View
Target Audience
Target Completes
Completes
Status
Survey ID
Chicago PUB 2 9/17/2001 My Opt-In E-Mail List 100 26 Running 32704
New Accounts via IX Site Registration 8/29/2001 My Opt-In E-Mail List 20000 14925 Running 32831
NYC PUB Follow-up Nov 2001 11/30/2001 My Opt-In E-Mail List 100 17 Running 35653
Reg Base Email Prefrence 3/18/2003 35917
Follow Up Survey for New Accounts 10/26/2005 My Opt-In E-Mail List 18000 424 Running 35962
SatExpress 2/6/2002 My Opt-In E-Mail List 20000 Running 38302
SatisfactionE 4/24/2006 My Opt-In E-Mail List 20000 126 Running 38322
ConceptTest 11/4/2007 My Opt-In E-Mail List 20000 939 Running 38512
Active Profil 12/18/2008 My Opt-In E-Mail List 20000 2107 Running 38513
Test My Opt-In E-Mail List 20000 38733
Demo Surve 1/31/2008 My Opt-In E-Mail List 20000 4734 Running 40956
Demo Copy My Opt-In E-Mail List 20000 41486
Copy of den 6/10/2002 My Opt-In E-Mail List 20000 43595
Webinar Rec 12/15/2005 My Opt-In E-Mail List 5000 108 Running 44025
Webinar Foll 8/22/2002 My Opt-In E-Mail List 100 24 Running 44972
Preview Survey
Edit Survey
Copy Survey
Approve Survey
View Results Online
Send Results Via E-Mail
Allow Sharing
Delete Survey
Move Survey
Convert To Template
Survey Details

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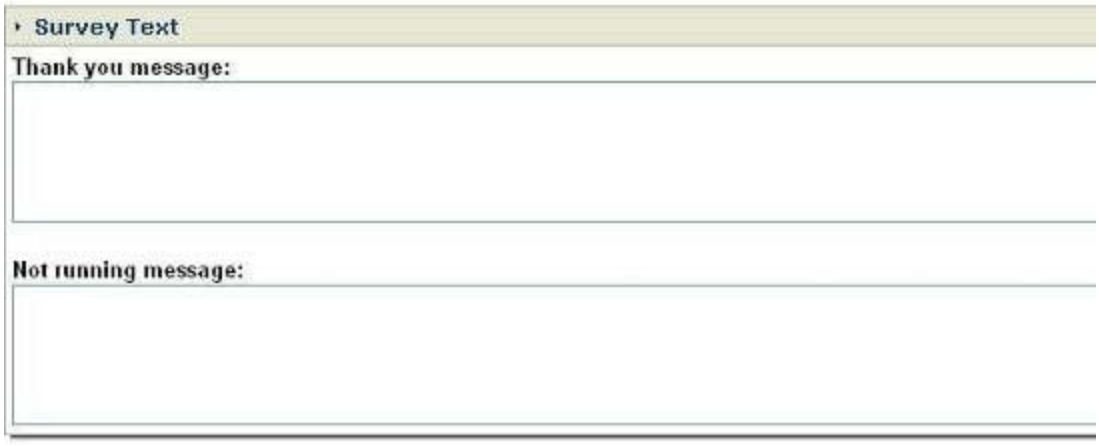
Once a survey is live and Edit Survey is selected, only the following options are available for editing.



Please note that once a survey has been submitted for processing, you may not make any changes to your survey.*

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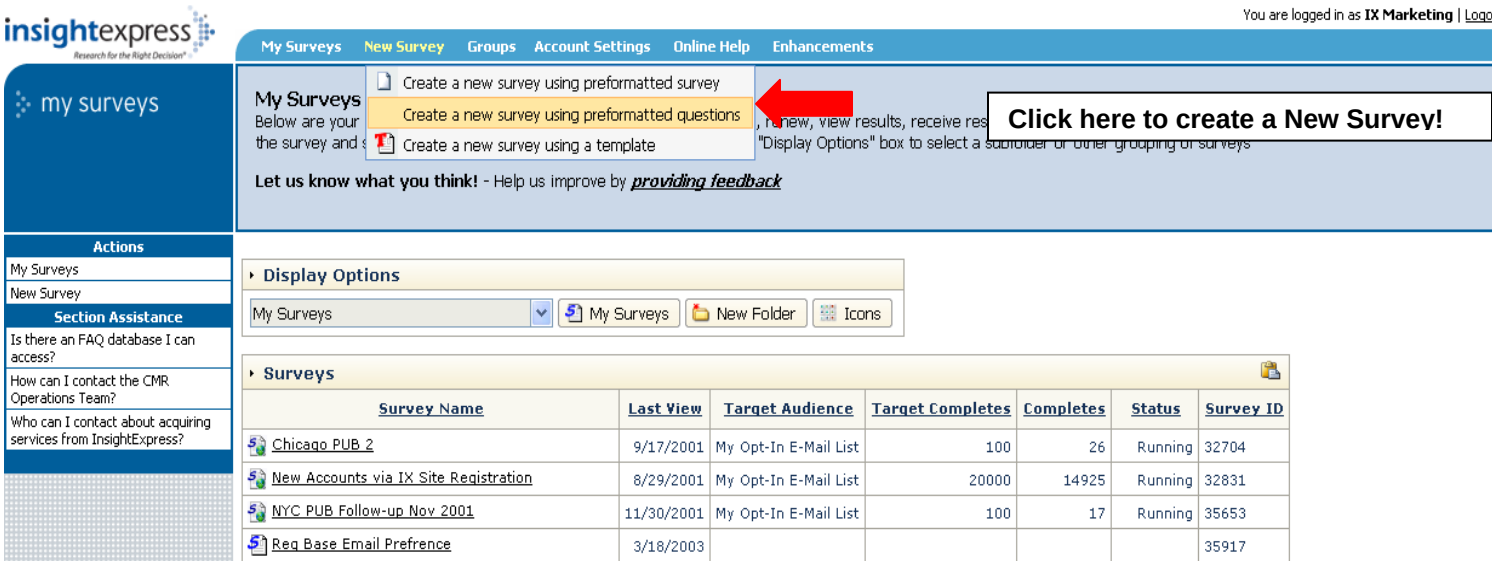
B3. SURVEY CREATION

To create a new survey, simply log into your account and click on the **New Survey** tab at the top of any InsightExpress page. For additional assistance, we have included numerous helpful hints to assist you in creating surveys.



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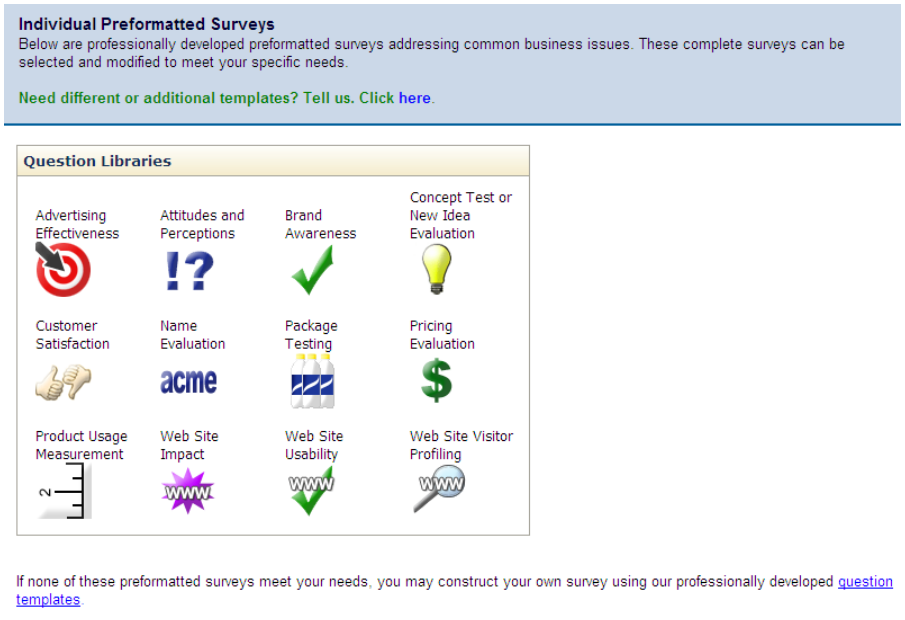
B3a. Preformatted Surveys

There are multiple options that can be used to create your survey. **Preformatted Surveys** leverage our marketing research experience by offering preformatted survey templates. These templates can be previewed, selected, and then modified to meet your specific business objective. We offer templates designed to support various research objectives, such as:

- Advertising Effectiveness (Ad Evaluation)
- Attitudes & Perceptions
- Brand Awareness
- Concept Test or New Idea Evaluation
- Customer Satisfaction
- Name Evaluation
- Package Testing
- Pricing Evaluation
- Product Usage Measurement
- Web Site Impact
- Web Site Usability
- Web Site Visitor Profiling

Creating Your First Survey Using Preformatted Surveys

Preformatted Surveys are available to assist you in designing your survey. For each of the surveys genres below, we offer a variety of questions for your consideration.


Individual Preformatted Surveys
Below are professionally developed preformatted surveys addressing common business issues. These complete surveys can be selected and modified to meet your specific needs.
Need different or additional templates? Tell us. Click here.
Question Libraries
Advertising Effectiveness
Attitudes and Perceptions
Brand Awareness
Concept Test or New Idea Evaluation
Customer Satisfaction
Name Evaluation
Package Testing
Pricing Evaluation
Product Usage Measurement
Web Site Impact
Web Site Usability
Web Site Visitor Profiling
If none of these preformatted surveys meet your needs, you may construct your own survey using our professionally developed question templates.

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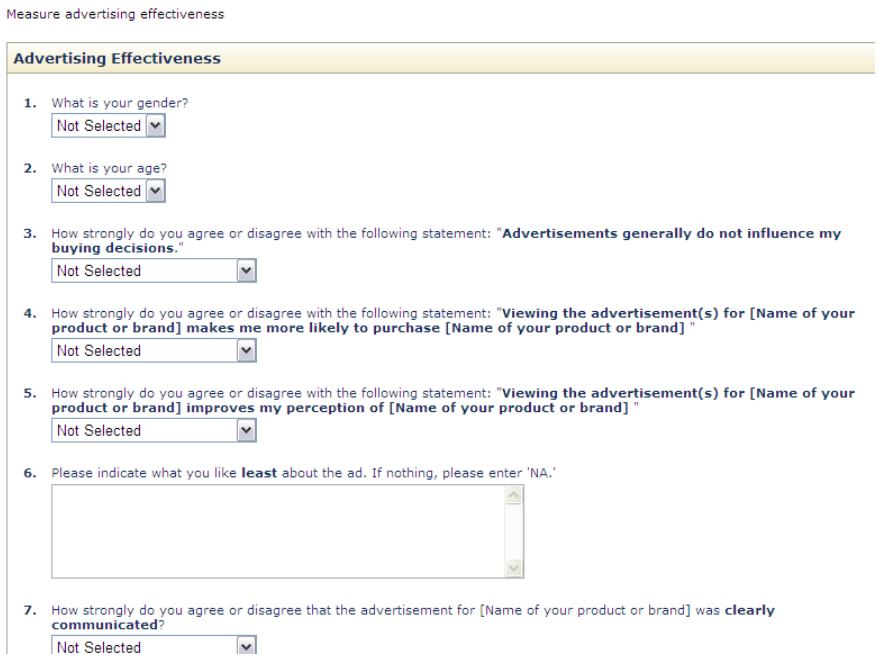
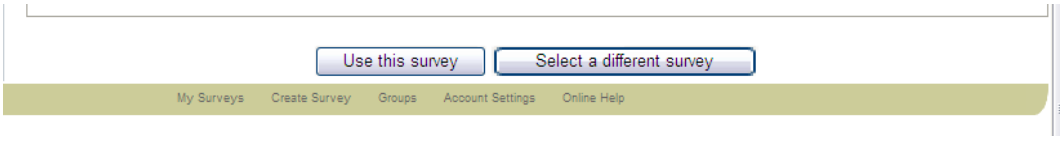
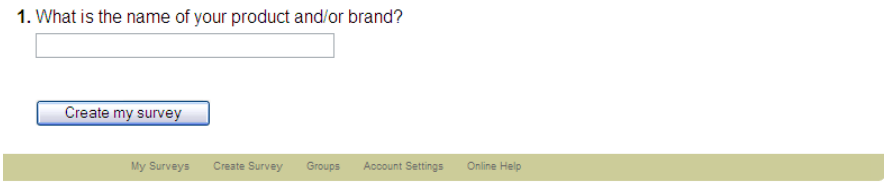
For example, if you select the Ad Effectiveness (Ad Evaluation) template, you will see the following questions that you can use and modify to fit your needs.


Measure advertising effectiveness
Advertising Effectiveness
1. What is your gender?
Not Selected
2. What is your age?
Not Selected
3. How strongly do you agree or disagree with the following statement: "Advertisements generally do not influence my buying decisions."
Not Selected
4. How strongly do you agree or disagree with the following statement: "Viewing the advertisement(s) for [Name of your product or brand] makes me more likely to purchase [Name of your product or brand] "
Not Selected
5. How strongly do you agree or disagree with the following statement: "Viewing the advertisement(s) for [Name of your product or brand] improves my perception of [Name of your product or brand] "
Not Selected
6. Please indicate what you like least about the ad. If nothing, please enter 'NA.'
7. How strongly do you agree or disagree that the advertisement for [Name of your product or brand] was clearly communicated?
Not Selected

After viewing these questions you have the option to **Use This Survey** or **Select a Different One**.



If you decide to **Use This Survey**, you will be prompted to specify the name of your product and/or brand so that the survey template can be customized for you.



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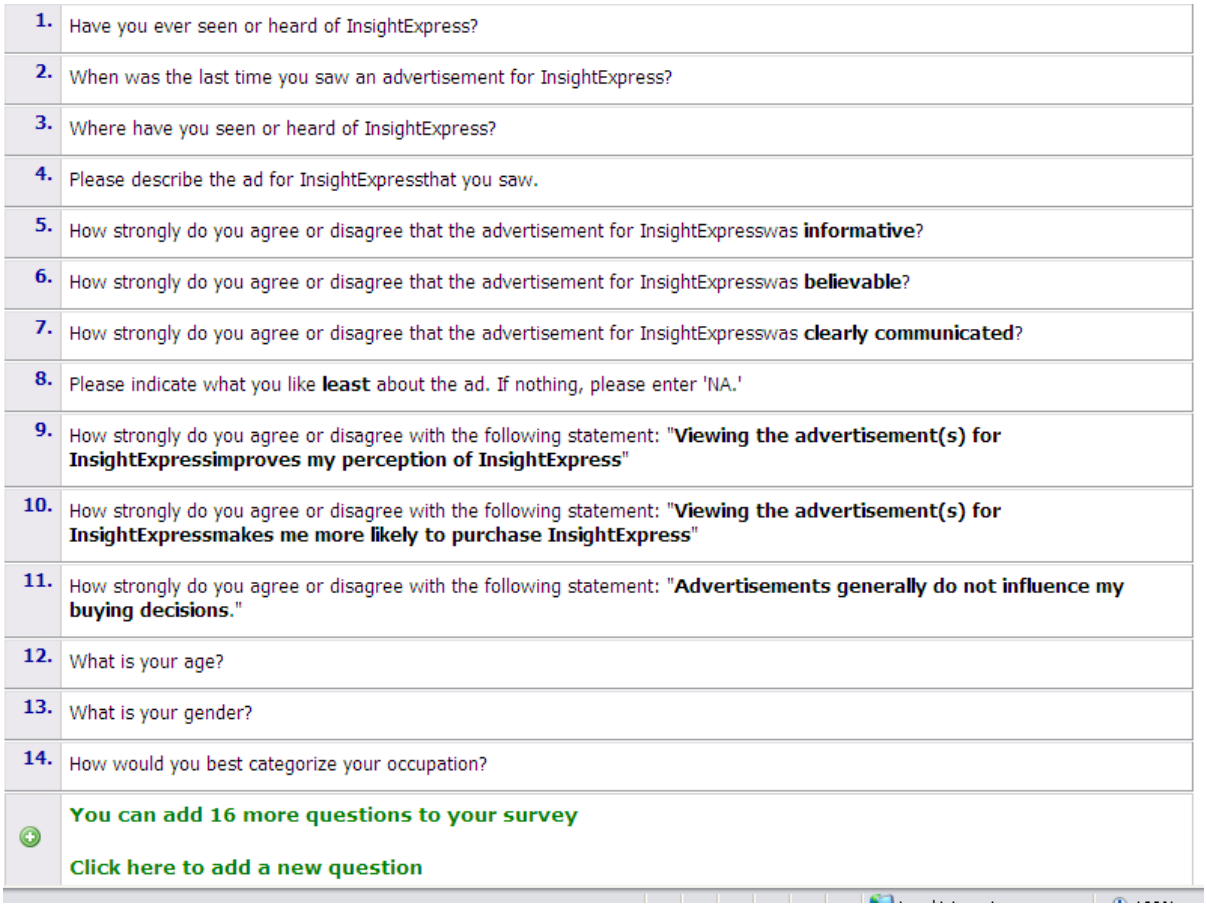
Next, you will see the survey created with your product and/or brand name already inserted into the questions.



1.	Have you ever seen or heard of InsightExpress?
2.	When was the last time you saw an advertisement for InsightExpress?
3.	Where have you seen or heard of InsightExpress?
4.	Please describe the ad for InsightExpressthat you saw.
5.	How strongly do you agree or disagree that the advertisement for InsightExpresswas **informative**?
6.	How strongly do you agree or disagree that the advertisement for InsightExpresswas **believable**?
7.	How strongly do you agree or disagree that the advertisement for InsightExpresswas **clearly communicated**?
8.	Please indicate what you like **least** about the ad. If nothing, please enter 'NA.'
9.	How strongly do you agree or disagree with the following statement: "**Viewing the advertisement(s) for InsightExpressimproves my perception of InsightExpress**"
10.	How strongly do you agree or disagree with the following statement: "**Viewing the advertisement(s) for InsightExpressmakes me more likely to purchase InsightExpress**"
11.	How strongly do you agree or disagree with the following statement: "**Advertisements generally do not influence my buying decisions**."
12.	What is your age?
13.	What is your gender?
14.	How would you best categorize your occupation?
	You can add 16 more questions to your survey **Click here to add a new question**

B3b. Preformatted Questions

Get a jump start on your survey development by using Preformatted Questions. Using our battery of commonly used survey questions and corresponding answer selections is similar to creating a survey from scratch.

Creating Your First Survey Using Preformatted Questions

To create a survey, click on the **New Survey** tab and then select **Create A New Survey Using Preformatted Questions**.

Once you are brought to the **Sequence Questions** page, you will see the **Survey Controls** box and the option to **Click Here To Add A New Question**. The options within the Surveys Control box are discussed throughout this manual, so please reference the Table of Contents for more detailed information.

Survey Controls Box Location

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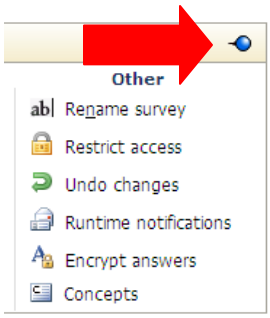
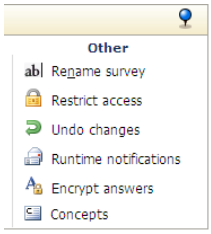
While it may look like the Survey Controls menu has a fixed placement, there is a pushpin icon that is found at the right side of the Survey Control menu. This pushpin feature enables the Survey Controls menu to “float” above your survey so that you can effortlessly scroll through your survey while keeping your controls menu completely accessible.

If the icon is in the below position, the Survey Controls menu will “float” above your survey:



Should you want to return the Survey Control toolbar to the top of the screen, simply click the pushpin icon and the menu will go back to its original location.



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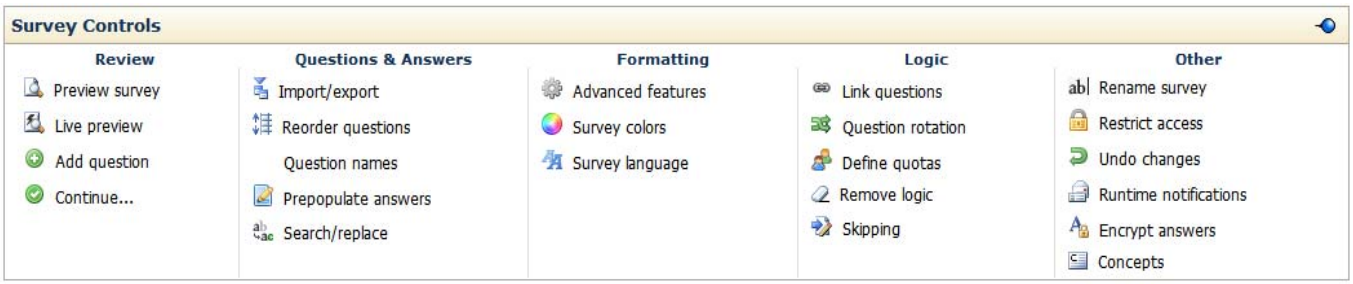
Below is a list of features offered within the Survey Controls box. Most of these items are discussed more thoroughly throughout the manual.



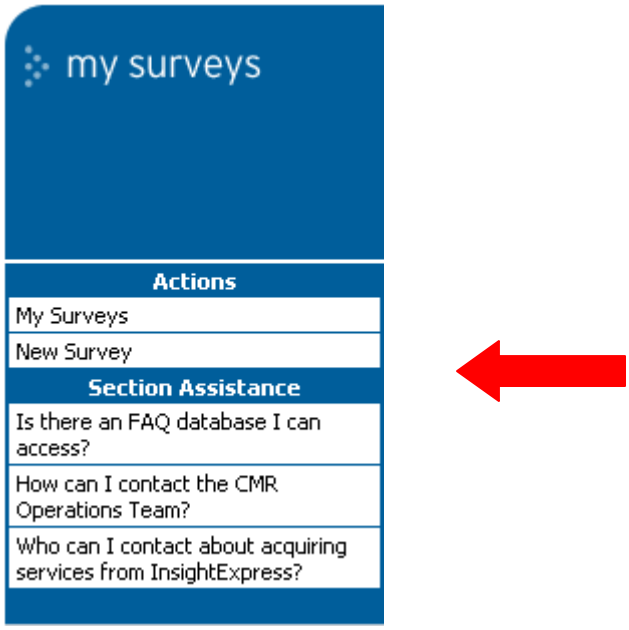
(**Please note**: We have enabled Hot Keys to support the most frequently used menu items. Hot Keys are keyboard shortcuts that allow our users to quickly get to key survey pages. To enable Hot Keys, simply press the Control button as well as the associated Hot Key letter noted below.)

B3c. Use a Template

With InsightExpress' groupware functionality, you can create survey templates that are similar to the surveys used by others in the same workgroup.

Alternately, you can also create a survey by using the Copy Survey option.

Please note there is a context-sensitive **Section Assistance area on the left-hand side of every page within the platform to address most frequently asked questions.*


my surveys
Actions
My Surveys
New Survey
Section Assistance
Is there an FAQ database I can access?
How can I contact the CMR Operations Team?
Who can I contact about acquiring services from InsightExpress?

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B3d. Survey Controls Box

Review
Preview survey: Preview the survey and switch between questions (Hot Key “P”).
Live preview: Preview the survey and test survey logic as if you were a respondent (Hot Key “L”).
Add question: Add a survey question (Hot Key “A”).
Continue. . . : Allows you to name your survey, adjust the number of completes and submit your survey for processing.

Questions & Answers
Import/export: Import/export questions from your survey via .XML files or text files.
Reorder questions: Allows you to select one or more questions and reorder them.
Question names: Assigns a name to any question in your survey to make skipping and logic more readable. For example, you might assign a gender question with the label "Gender", then you could use this label in a script such as: if(GetAnswer("Gender")=0, goto(10)). Labels can also be used for skips. For example, if you label the first question of your demographic questions "demos", you could write: goto("Demos").
Prepopulate answers: Allows you to prepopulate the survey results associated with a previous question for one or more individuals. This feature enables to you include and analyze results without specifically asking a respondent this particular question.
Search/replace: Previously known as “Search and replace” allows you to search and replace words or phrases throughout your survey (Hot Key “S”).

Formatting
Advanced features: Adjust the header, footer, and thank you page of your survey as well as other options (Hot Key “V”).
Survey colors: Adjusts the formatting of your survey via cascading style sheets (Hot Key “C”).
Survey language: Selects the survey language that will adjust the buttons within the survey and the copyright statement.

Logic:
Link questions: Enables responses selected (or not selected) from one question to flow into the next.
Question rotation: Adjusts the rotation of questions or sets of questions.
Define quotas: Allows you to define the number of desired completions based upon the responses to one or more questions in your email or Web-based survey. This feature can be used to ensure that a target number of responses meeting specific criteria are acquired (Hot Key “Q”).

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Remove Logic: Allows you to remove all logic or selected survey logic from your survey.
Skipping: Adjusts the question presentation and logic of your survey.

Other
Rename survey: Gives your survey a new name (Hot Key “N”).
Restrict access: Heightens the confidentiality of your survey by restricting individuals originating from specific domain names or IP addresses from accessing your survey.
Undo changes: Allows you to rollback changes made to your survey ..
Encrypt Answers: Encrypts your answers so that results are not shown in **View Results Online**.

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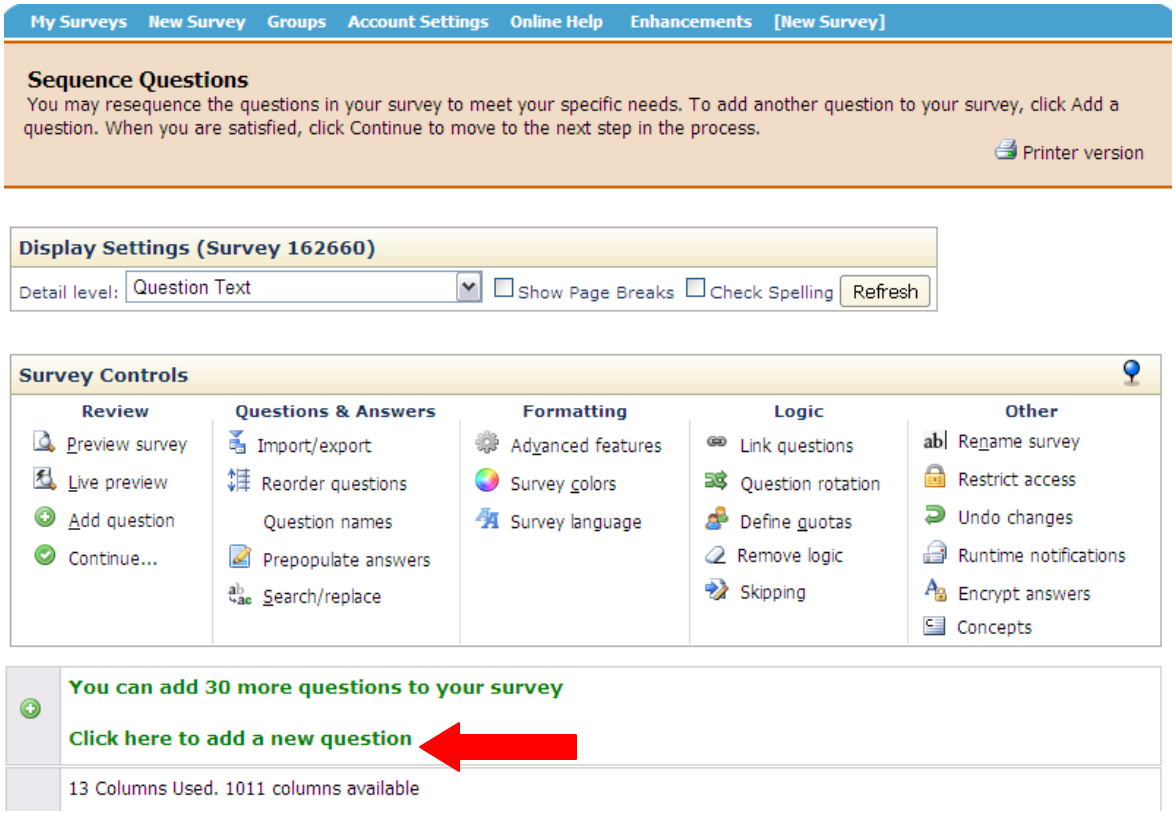
B4. Survey Creation - Adding Questions to Your Survey



Below the option to add new questions to your survey, the program will tell you the number of columns that have been used and how many more columns are available. As with most databases, there is a column limitation of 1,024. The number of columns used in our database will depend upon the question type that you choose when building your survey. Should you exceed the 1,024 column limitation, you will be notified.

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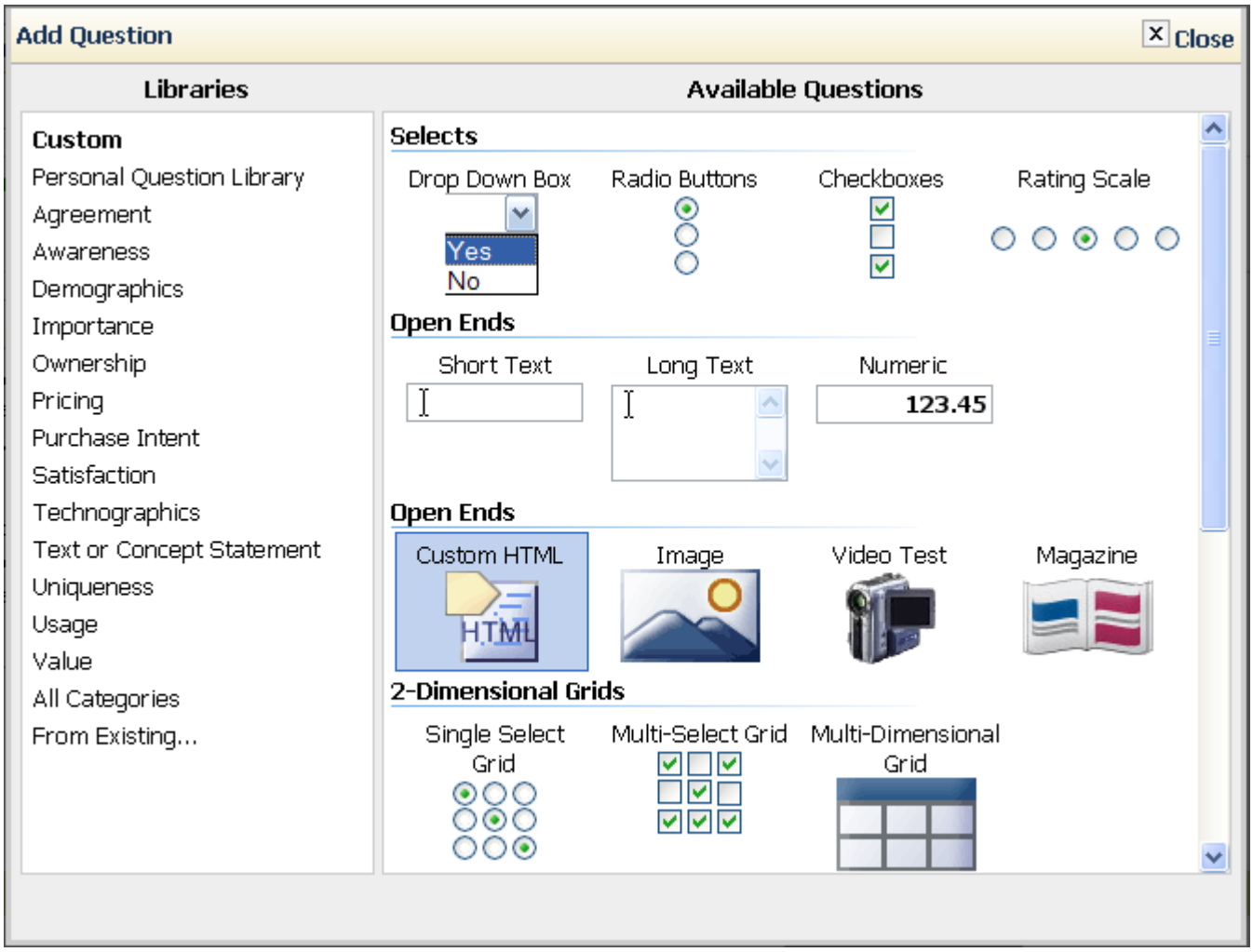
InsightExpress offers a wide variety of questions to support your survey design needs. Below is a summary of the available question types.



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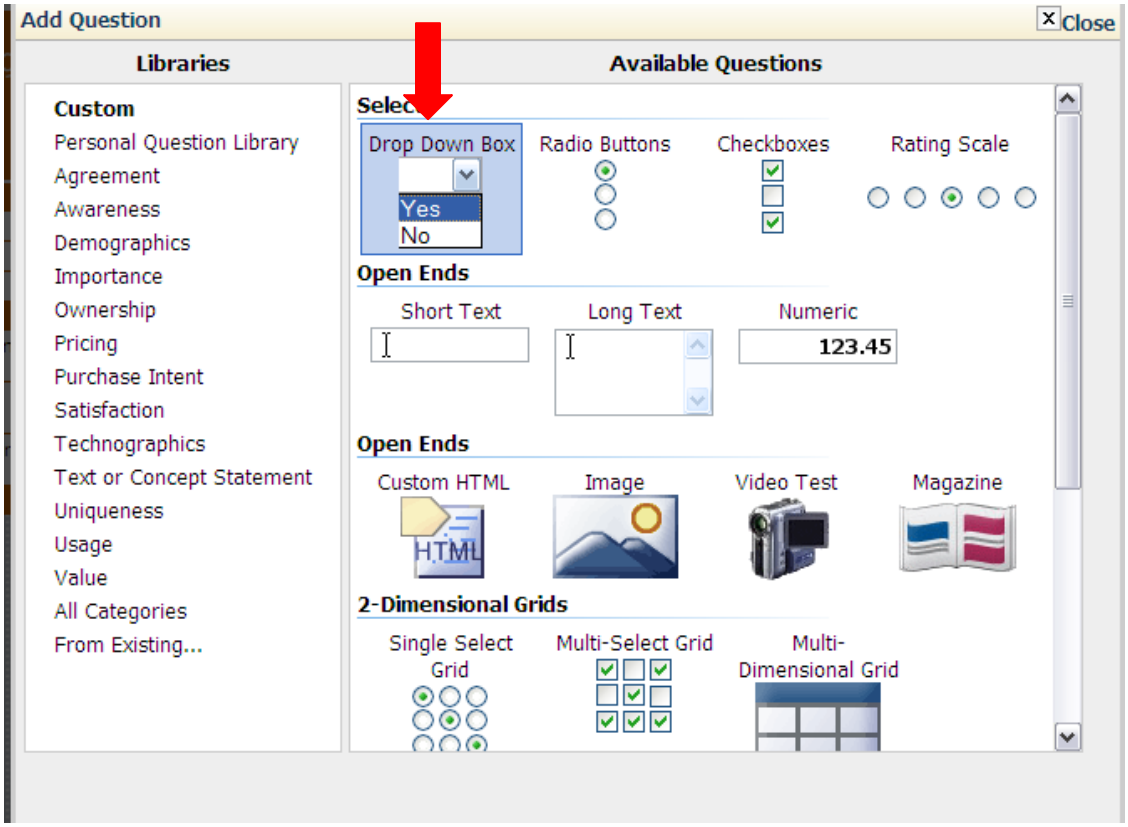
B4a. Drop Down Box

The **Drop Down Box** is one of two single select question types that we offer. To add a drop down box, simply click on the question type in the Available Questions box.



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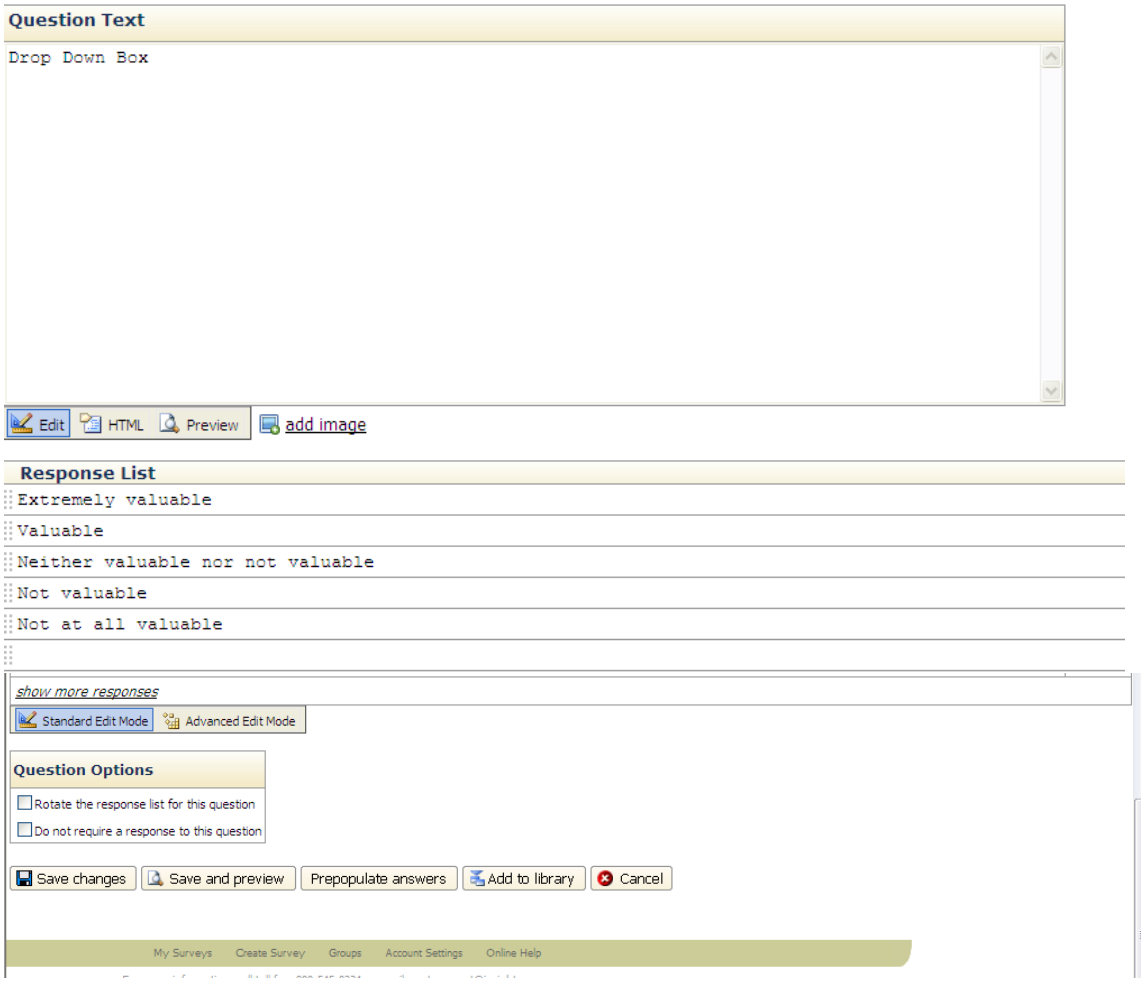
Next, either type your question or copy and paste it into the text box. Now you are free to edit the list of possible responses. You will be presented with the option to edit the question text, answer set, and set options for the question.



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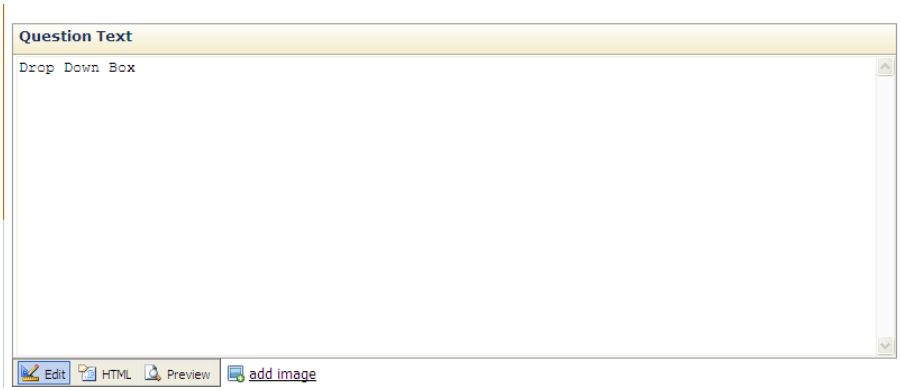
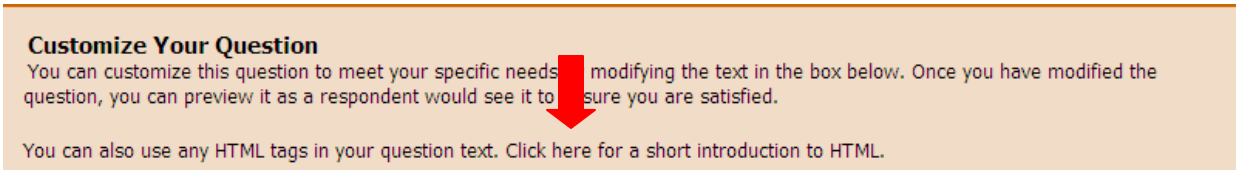
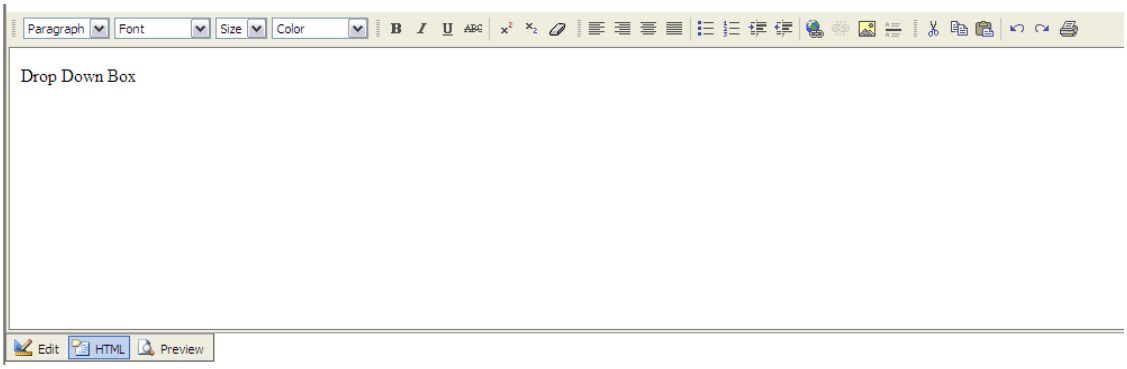
Within the question text area, there are three tabs: Edit, HTML and Preview.



The **Edit** tab will allow you to put in the question text with HTML coding (an HTML tutorial can be found by clicking on the word “here”.)

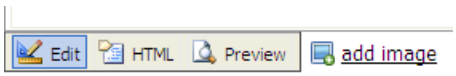

Customize Your Question
You can customize this question to meet your specific needs modifying the text in the box below. Once you have modified the question, you can preview it as a respondent would see it to sure you are satisfied.
You can also use any HTML tags in your question text. Click here for a short introduction to HTML.

If you are unfamiliar with HTML coding, you may click on the HTML tab and you will see a toolbar similar to that in Word which will assist you in formatting your question text.



Regardless of whether you inserted your question text using the Edit tab or the HTML tab, once you save your question, the **Preview** tab will show you how your question text will appear to the respondent.

For all questions that you add to your survey, you will see a question text area with three tabs. Next to these three tabs, you have the option to add an image to the question text.



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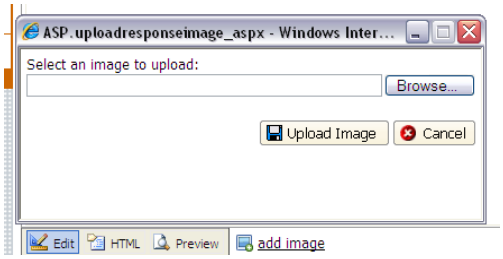
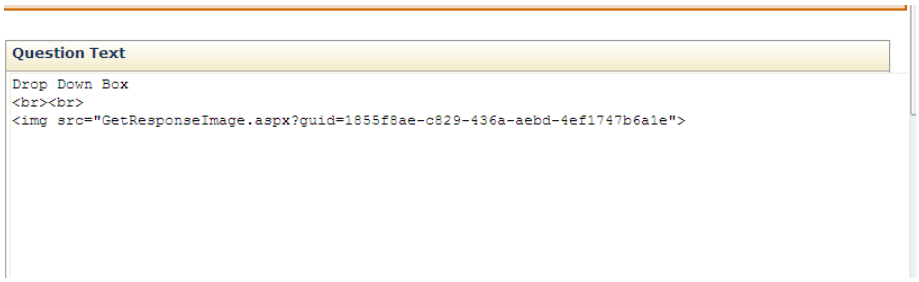
To add an image, simply click on the “add image” link and a new window will appear. This new window will allow you to browse for an image on your computer that can be selected for survey upload.



Once uploaded, you will see HTML coding with a link to the image that was uploaded by the tool.



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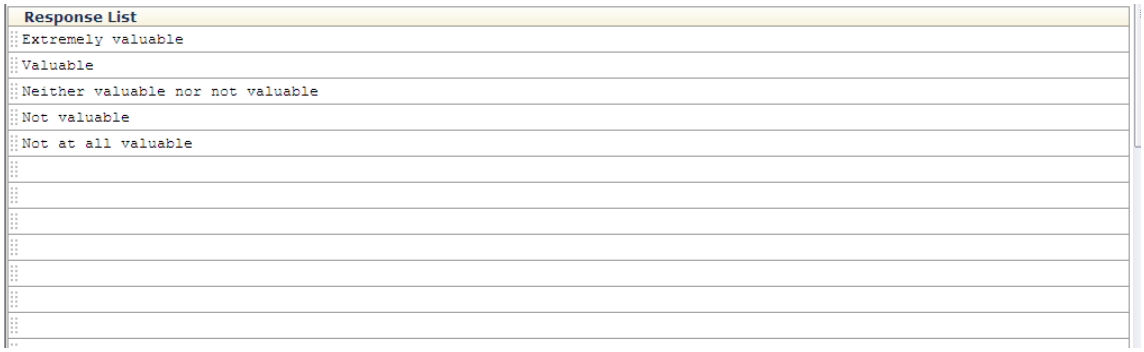
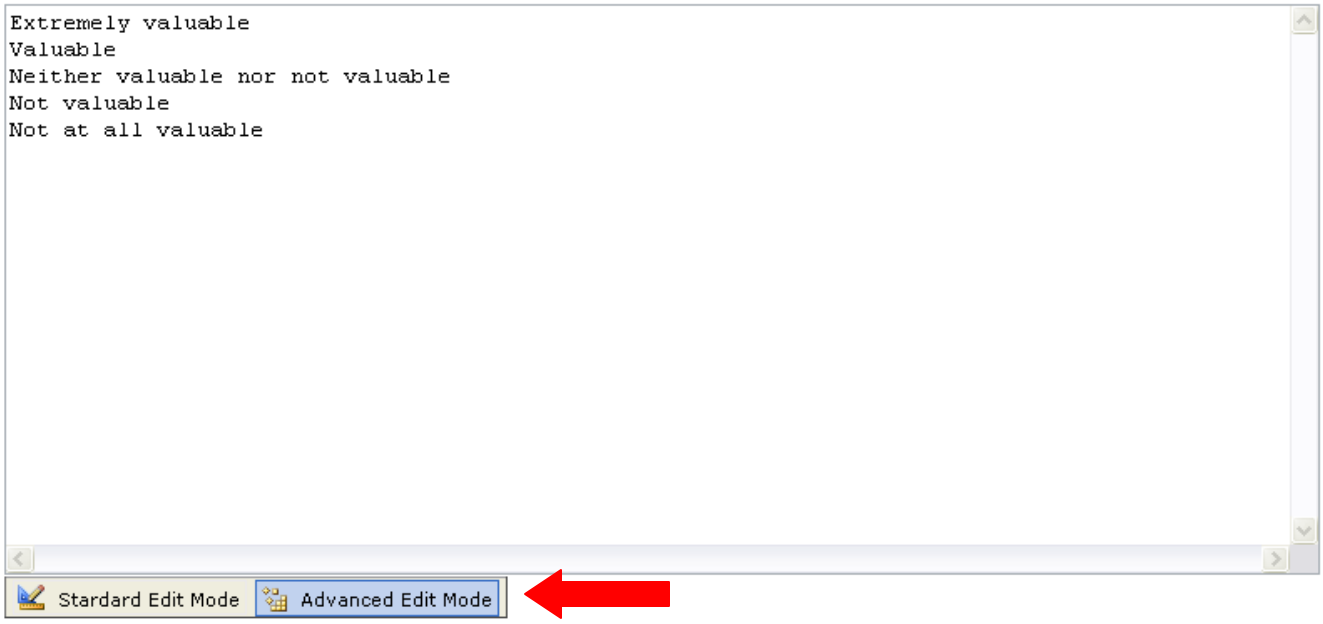
To the left of the responses you have an image of 8 very small dots that will allow you to “drag” the response to a different order. Simply hover over the dots, click and move the response to the order that you wish.



You have the ability to delete the default data on any question/answer choice and overwrite that information with your own data. You may also enter possible responses through the **Advanced Edit Mode**, which will allow you to take a chunk of information and insert it into the response list at one time. Once you click back on **Standard Edit Mode**, your responses will be returned into individual cells.



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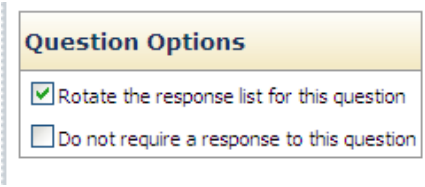
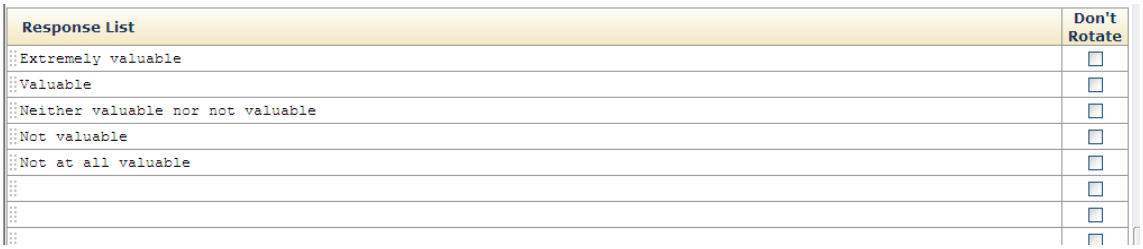
The question options available for Drop Down question types are **Rotate the response list for this question** and **Do not require a response to this question**.



If the option to **Rotate the response list for this question** is selected, then a column titled **Don't Rotate** will appear to the right of the responses. By leaving these boxes unchecked, you eliminate potential survey bias because your survey will rotate though the entire response list. You may also choose not to rotate an **Other** or **Don't Know** answer choice so that it serves as an anchor to your list.



You may also drag the responses to a different order by hovering over the columns to the right of the responses as well. (Earlier we mentioned that you can move them by hovering over the eight small dots to the left of the responses.)

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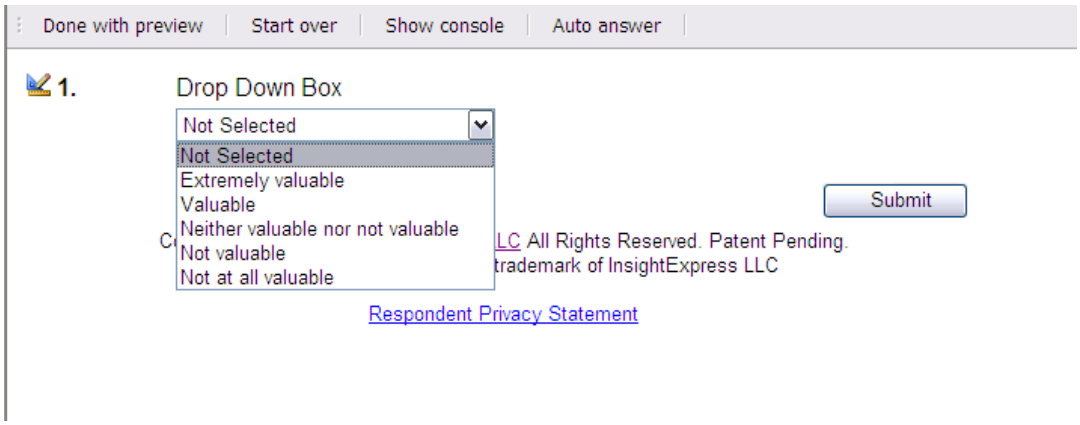
When you are finished creating your Drop Down question, you can choose to **Save Changes**, **Save and Preview**, **Pre-populate Answers**, **Add to library** or **Cancel**.

Save Changes allows you to save the changes made to your question and returns you to the **Sequence Questions** page where you may add additional questions.

Save and preview allows you to preview the question as it will appear to a respondent. By clicking on the **Cropping Tool** icon to the left of the question number, you can make modifications to the question before returning to the Sequence Questions page. If no further modifications are necessary, simply click on the **Done with preview** button.



Pre-populate answers is detailed in section B13.

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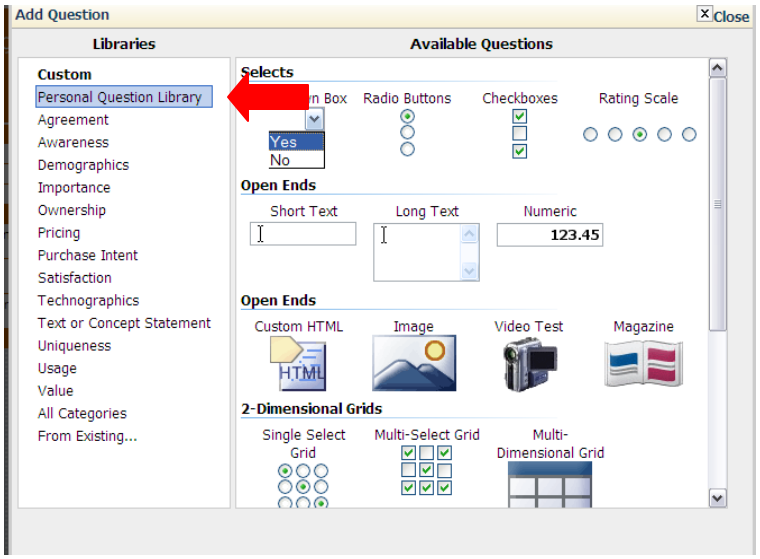
Add to library allows you to save a question to your Custom Library so that you can use it over and over again. When you add a question to the library, you are brought back to the Sequence Questions page. If you would like to use the question again, it can be found under the library titled **Personal Question Library** when adding a new question.



Cancel allows you to reject the changes made; modifications will not be saved. After selecting the Cancel option you will return to the Sequence Questions page.

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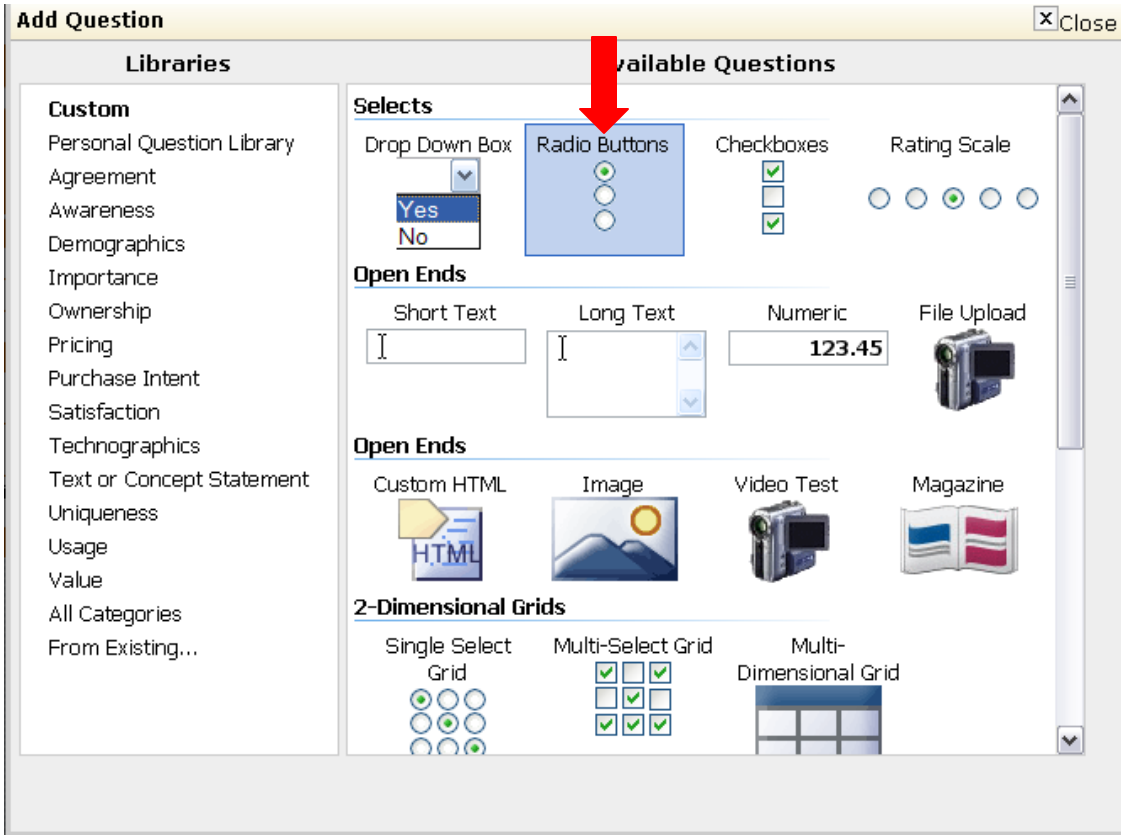
B4b. Radio Buttons

The next question type available is a radio button question, which is also a single select question type.



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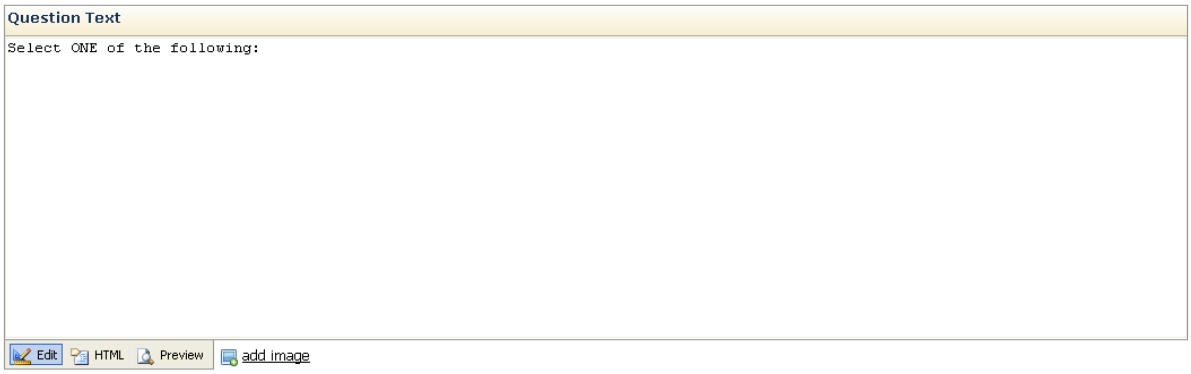
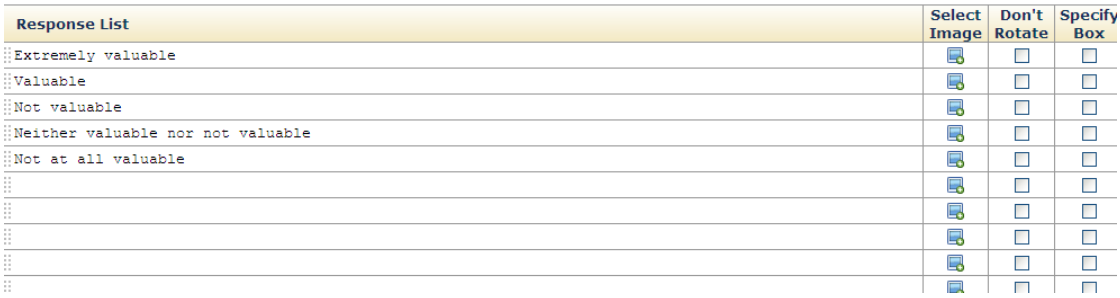
Similar to the Drop Down question type, you will have the same formatting options for entering in your question text.



Although the same features are there for entering in the response list, you will now see two additional columns – **Select Image** and **Specify Box**.

(You will only see the **Don't Rotate** column if the **Rotate this response list** in the Question Options box is selected.)



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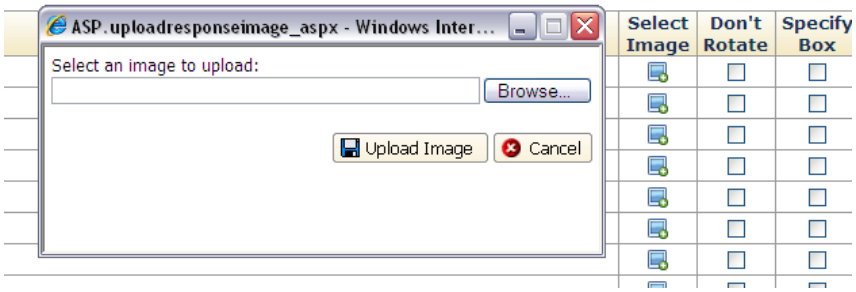
Select Image allows you to upload an image into your answer set. To upload an image, simply click the Select Image icon and a new window will appear. Within the new window, browse for an image on your computer and upload it to the response list. Note, the image that you upload to your question text should be the size that you would like it to appear in the survey.



Specify Box

If you have chosen **Other: Specify** as an answer choice, selecting this option will provide a text box for the respondent to provide an open-ended response.

When you preview the question, it will appear as the following:

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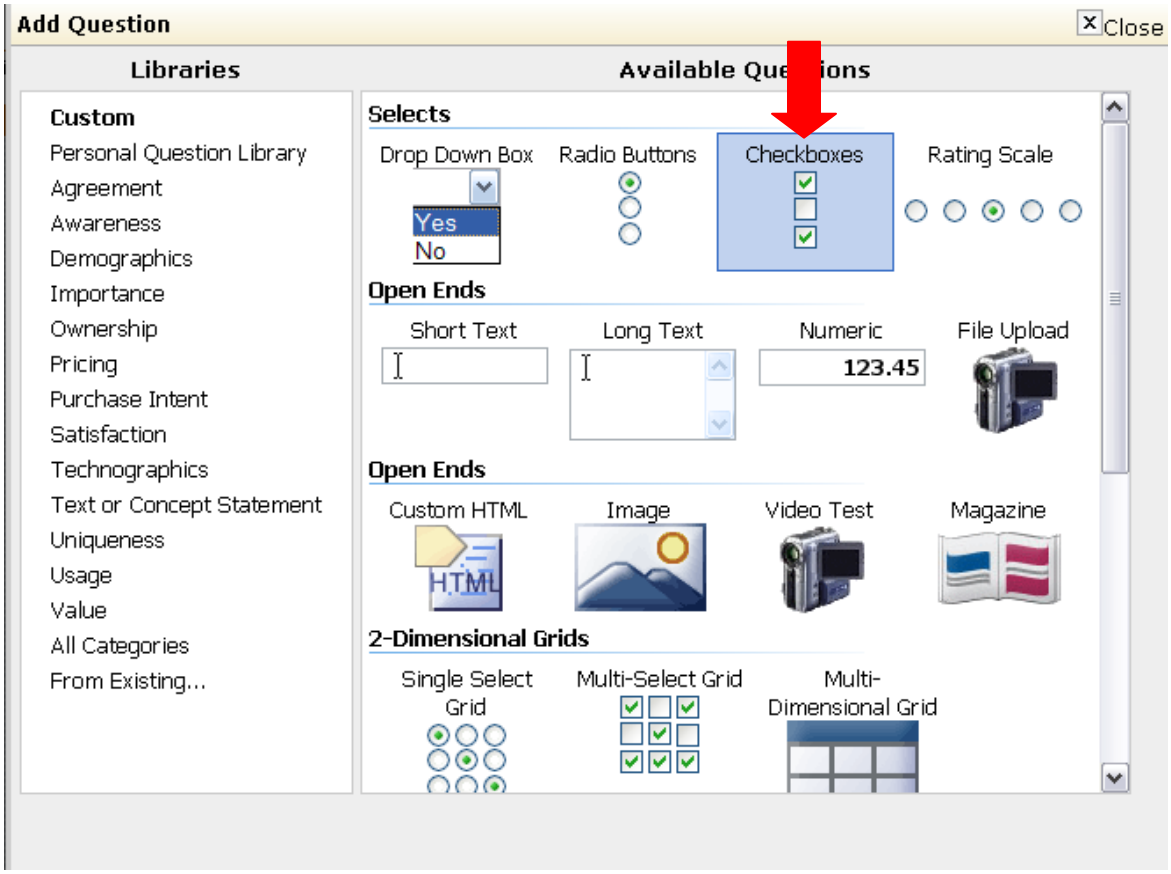
B4c. Checkboxes

Checkboxes are a multi-select question type that allow the respondent to choose more than one answer.



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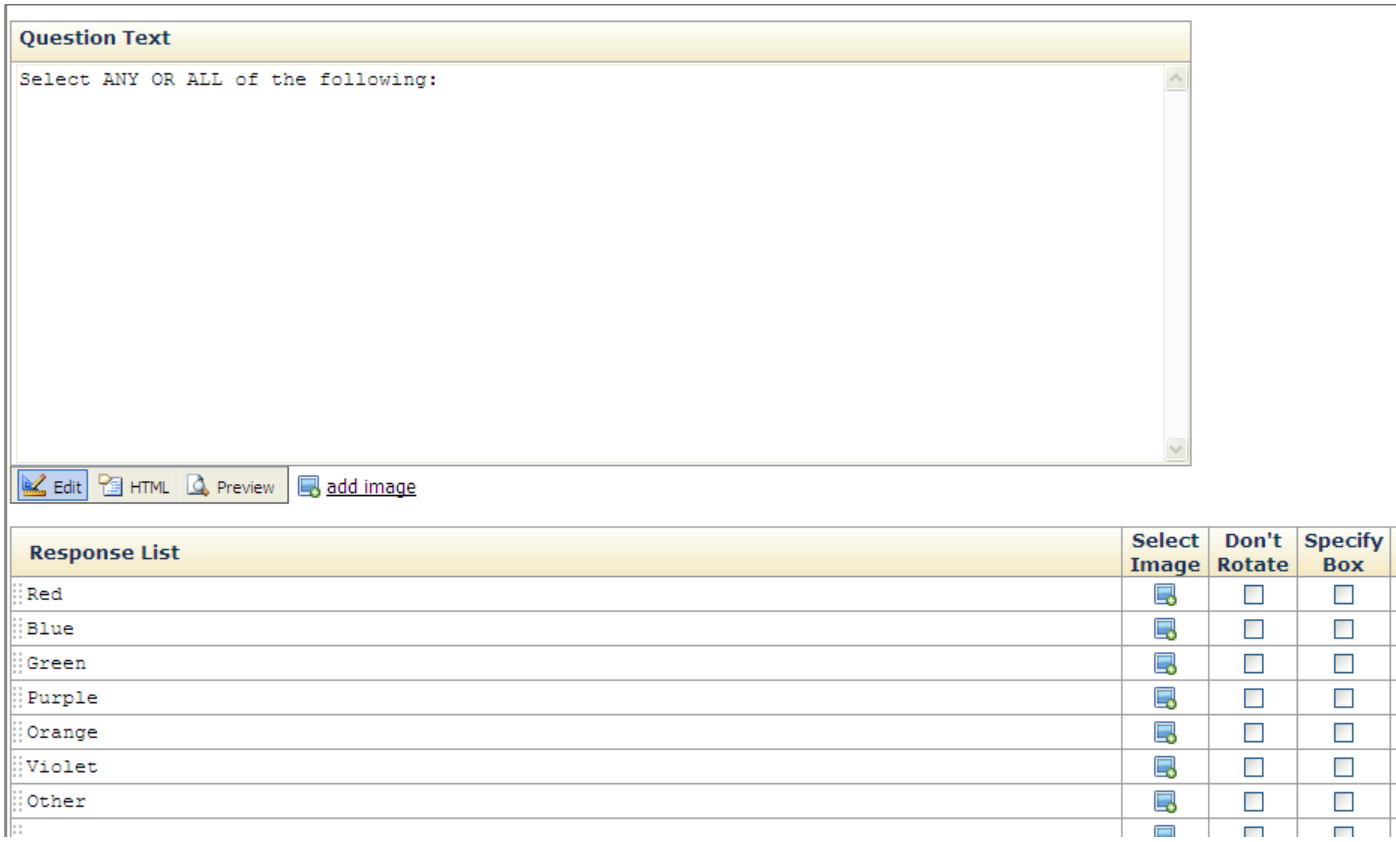
When using a multiple response question type, you have some additional options to help customize your question. Similar to the single select question, you have the option to add an image, not rotate answers and add a specify box. With a multiple response question, you also have the option to make an answer choice **Mutually Exclusive.** When Mutually Exclusive is selected, it validates that no other responses have been selected. To engage this feature, just check the mutually exclusive box next to the question. Mutually Exclusive is often used when **None of the above** and/or **Don't Know** answer choices are offered.



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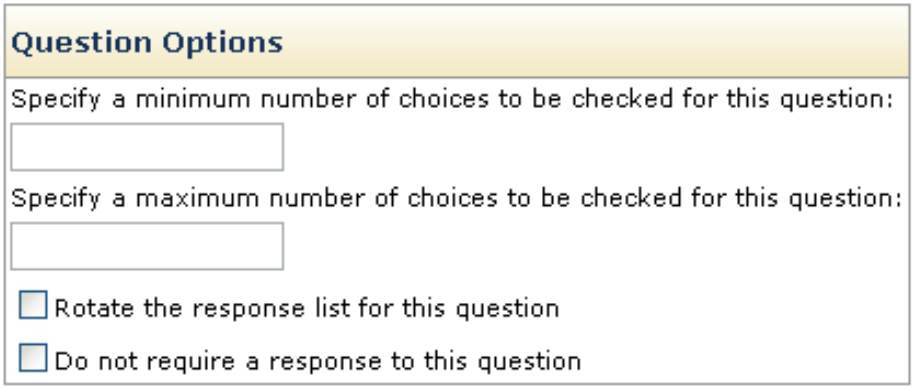
With multiple response questions, you have two additional question options for consideration. The first option sets a minimum and maximum number of choices that can be checked by a respondent. By default, multi-select questions are optional. However, to make the question required, you can set a minimum response of “1.”


Question Options
Specify a minimum number of choices to be checked for this question:
Specify a maximum number of choices to be checked for this question:
Rotate the response list for this question
Do not require a response to this question

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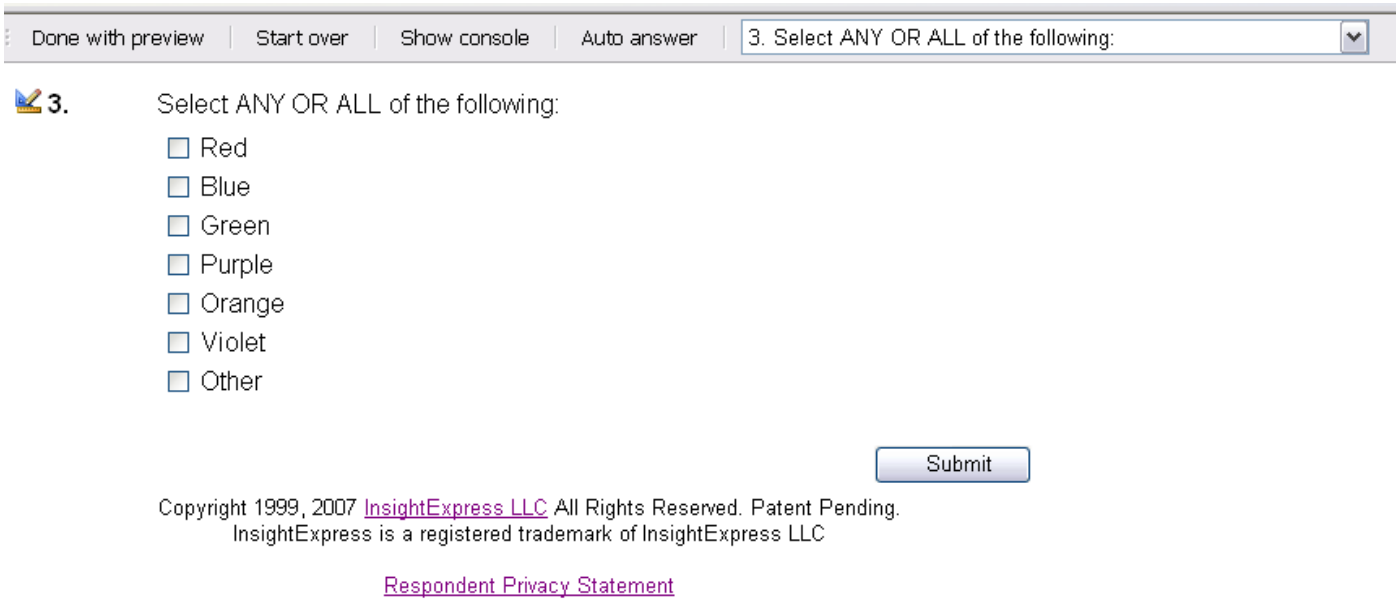
By selecting **Save and Preview**, you will be able to view the format and functionality of the multi-select checkbox question that you just created.



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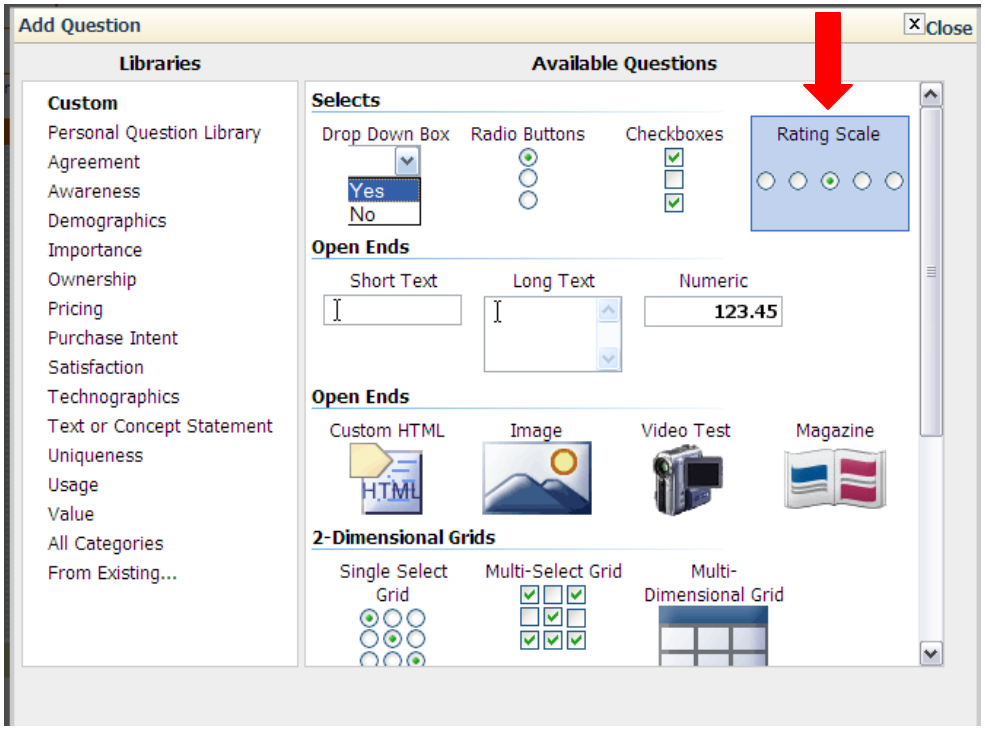
B4d. Rating Scale

The next question available is a horizontal rating scale. This question type asks respondents to make evaluations in a scalar format.



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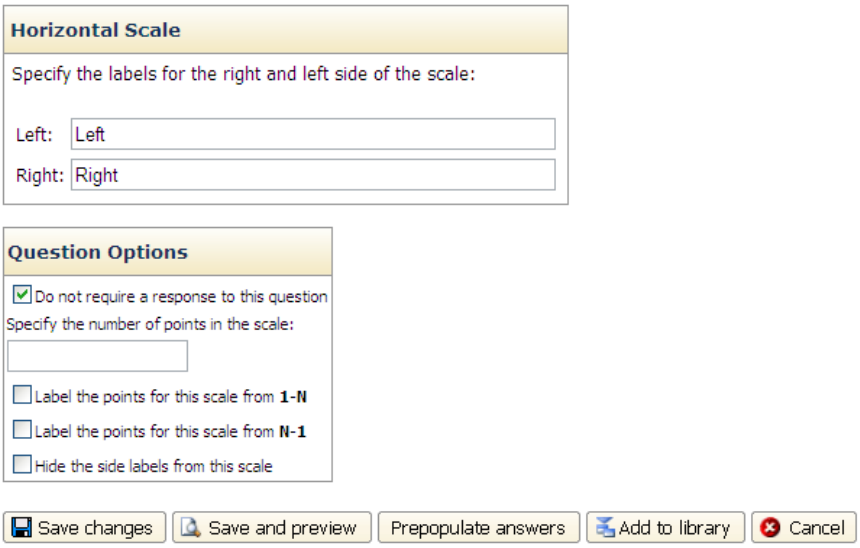
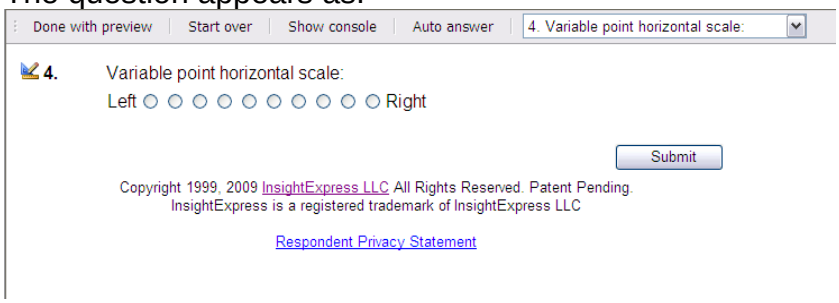
For the horizontal rating scale question, you can specify labels for the left and right anchors of your scale.


Horizontal Scale
Specify the labels for the right and left side of the scale:
Left: Left
Right: Right
Question Options
Do not require a response to this question
Specify the number of points in the scale:
Label the points for this scale from 1-N
Label the points for this scale from N-1
Hide the side labels from this scale
Save changes
Save and preview
Prepopulate answers
Add to library
Cancel

Additional question options include:

- Not requiring a response to the question
- Specifying the number of points in the scale (we allow up to 11)
- Labeling the points for this scale from 1-N or N-1

The question appears as:



Please note: if the number of points on the scale is not specified, it will default to a 10 point scale.

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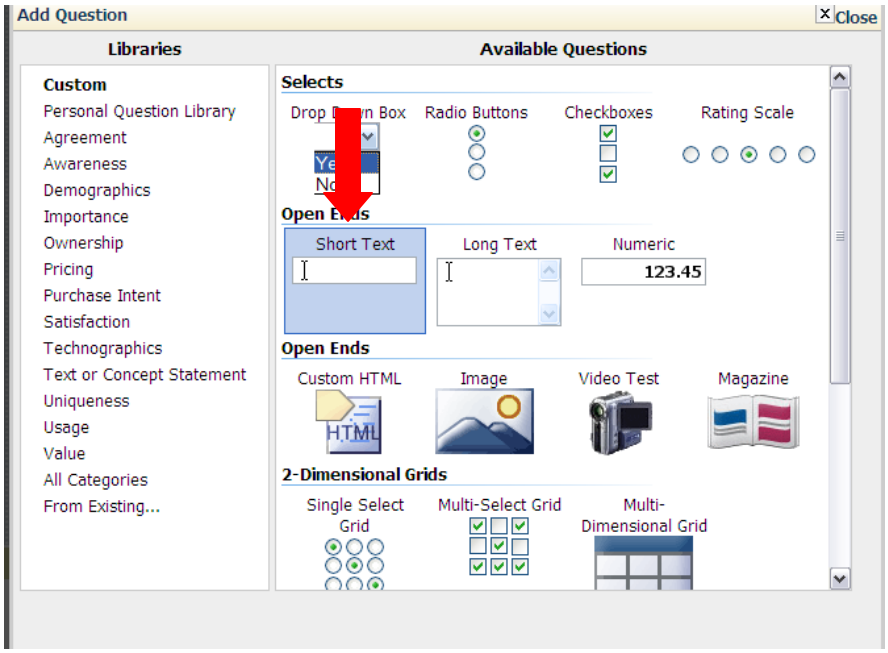
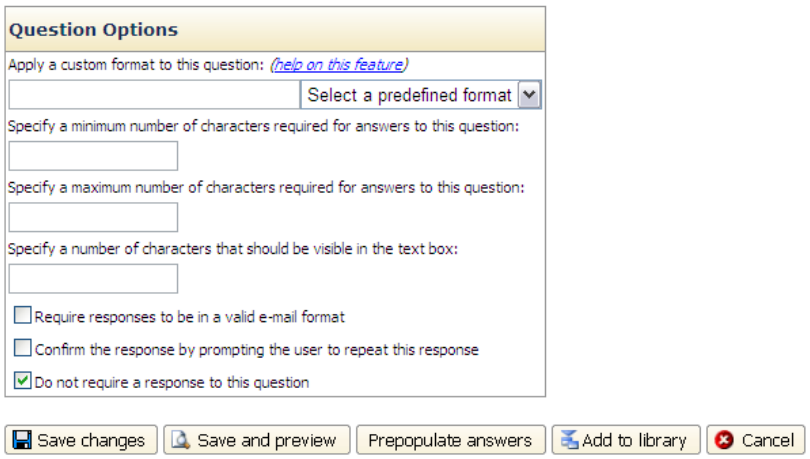
B4e. Short Text

The short text box question allows respondents to enter up to 255 characters in a text field.



As with previous questions, the space to enter your question text is the same. However, the question options are different:


Question Options
Apply a custom format to this question: (help on this feature)
Select a predefined format
Specify a minimum number of characters required for answers to this question:
Specify a maximum number of characters required for answers to this question:
Specify a number of characters that should be visible in the text box:
Require responses to be in a valid e-mail format
Confirm the response by prompting the user to repeat this response
Do not require a response to this question
Save changes
Save and preview
Prepopulate answers
Add to library
Cancel

The question options for the short text box are:

- Apply a **custom format** to this question. Please click the “help on this feature” to see an explanation of how you can format the question.

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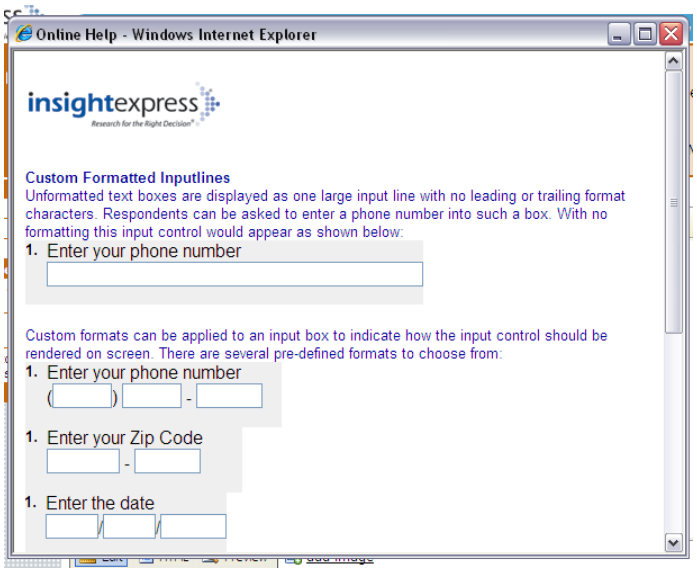
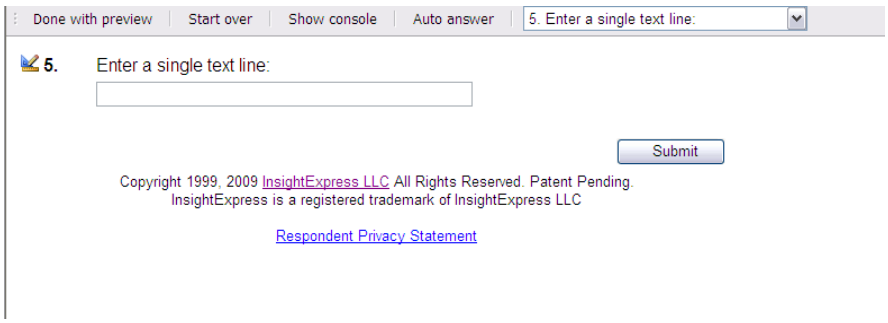

Online Help - Windows Internet Explorer
insightexpress
Custom Formatted Inputlines
Unformatted text boxes are displayed as one large input line with no leading or trailing format characters. Respondents can be asked to enter a phone number into such a box. With no formatting this input control would appear as shown below:
1. Enter your phone number
Custom formats can be applied to an input box to indicate how the input control should be rendered on screen. There are several pre-defined formats to choose from:
1. Enter your phone number
1. Enter your Zip Code
1. Enter the date

- Specify a minimum number of characters required for answers to this question. For example, if you are looking to collect data for a 7 character ID number, you would enter 7.
- Specify a maximum number of characters required for answers to this question. Continuing with the example above, you would want the maximum to also be 7 characters.
- Specify a number of characters that should be visible in the text box.
- Require that all responses be in a valid e-mail format.
- Confirm a typed response is accurate by prompting the user to repeat the response.
- Select whether or not the question is required by checking or unchecking the option. By default, our open ended text box questions are optional.

The short text box will appear as the following:



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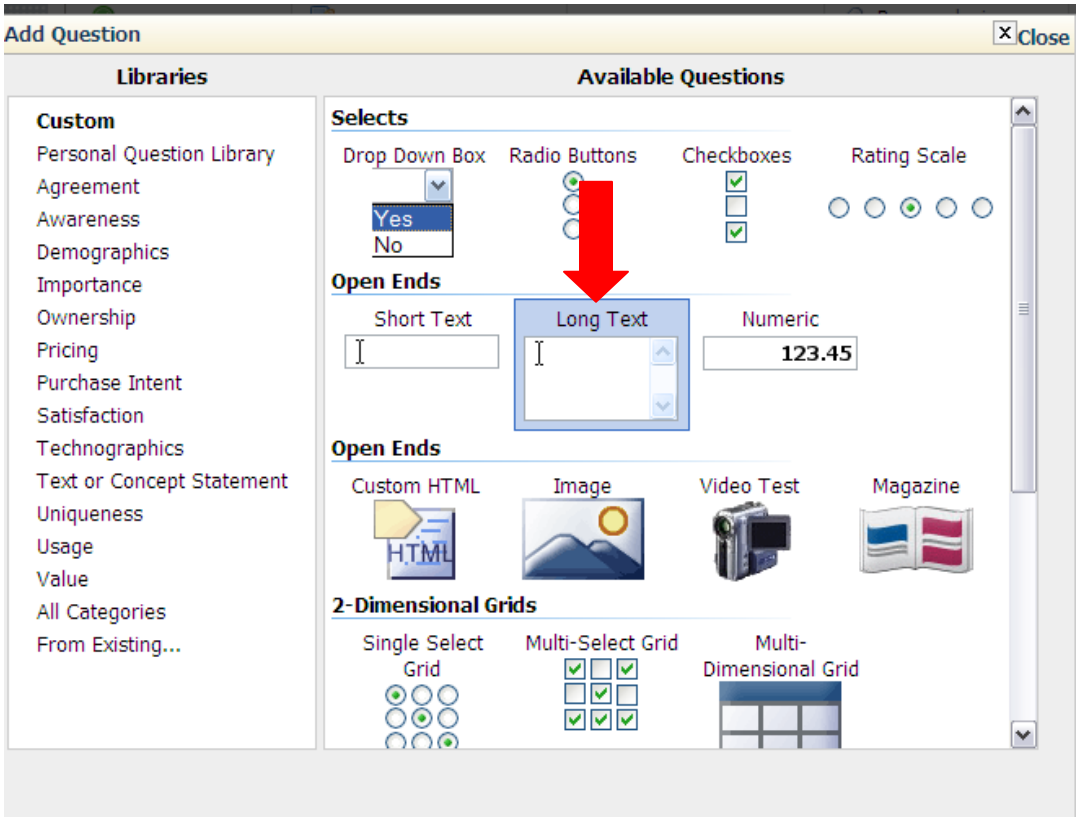
B4f. Long Text

This question allows for approximately 30,000 characters to be recorded.



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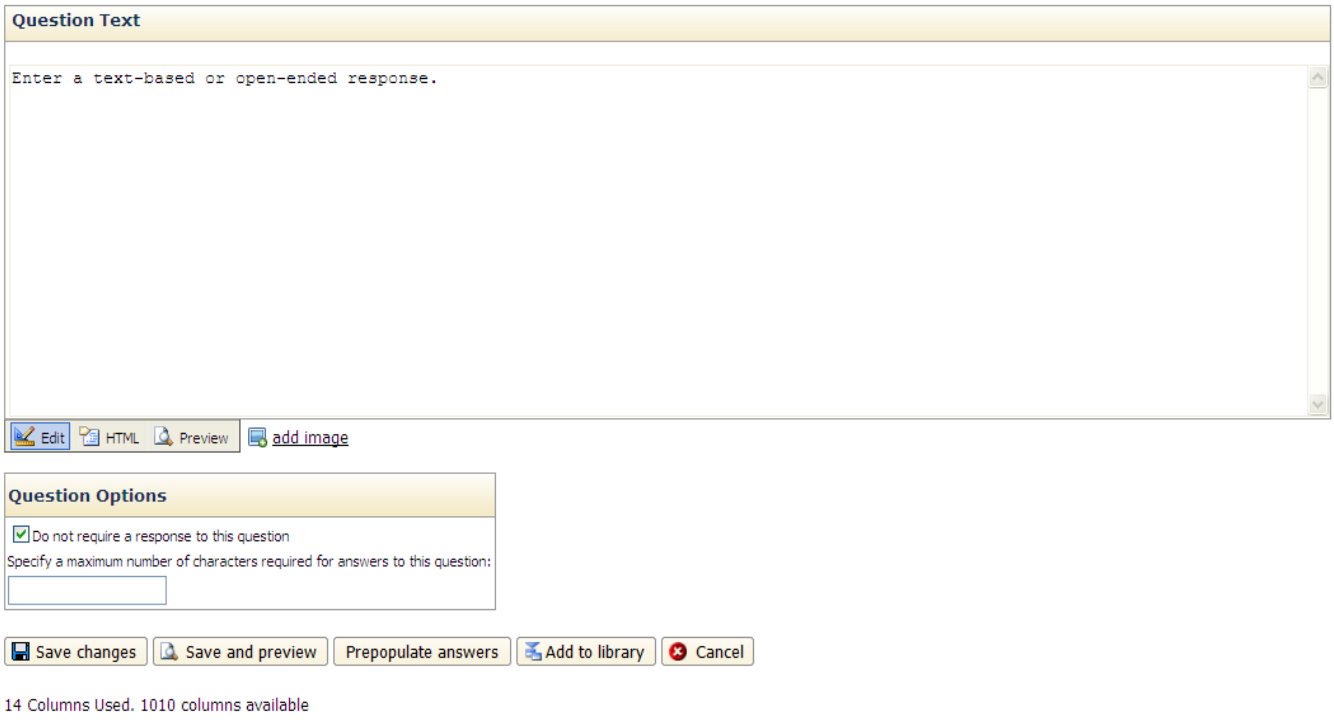
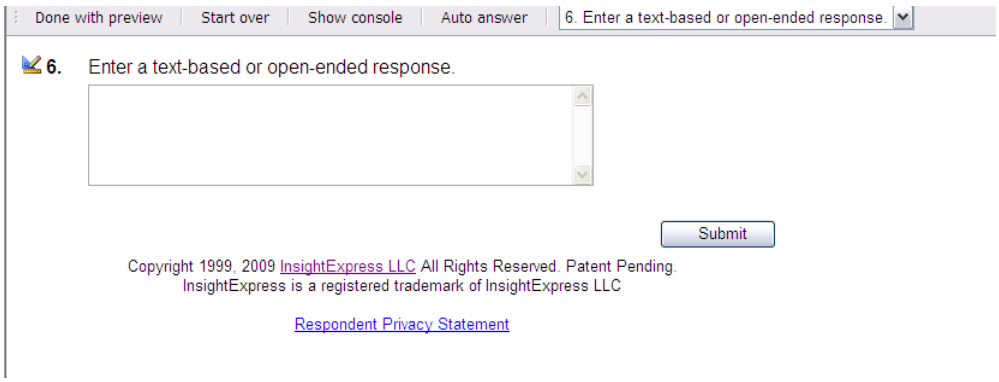
You'll need to enter in the question text:



By default, responses to long text box questions are optional but, if desired, you may require a response.

The long text box question type will appear as the following to respondents:


Done with preview
Start over
Show console
Auto answer
6. Enter a text-based or open-ended response.
6.
Enter a text-based or open-ended response.
Submit
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InsightExpress is a registered trademark of InsightExpress LLC
Respondent Privacy Statement

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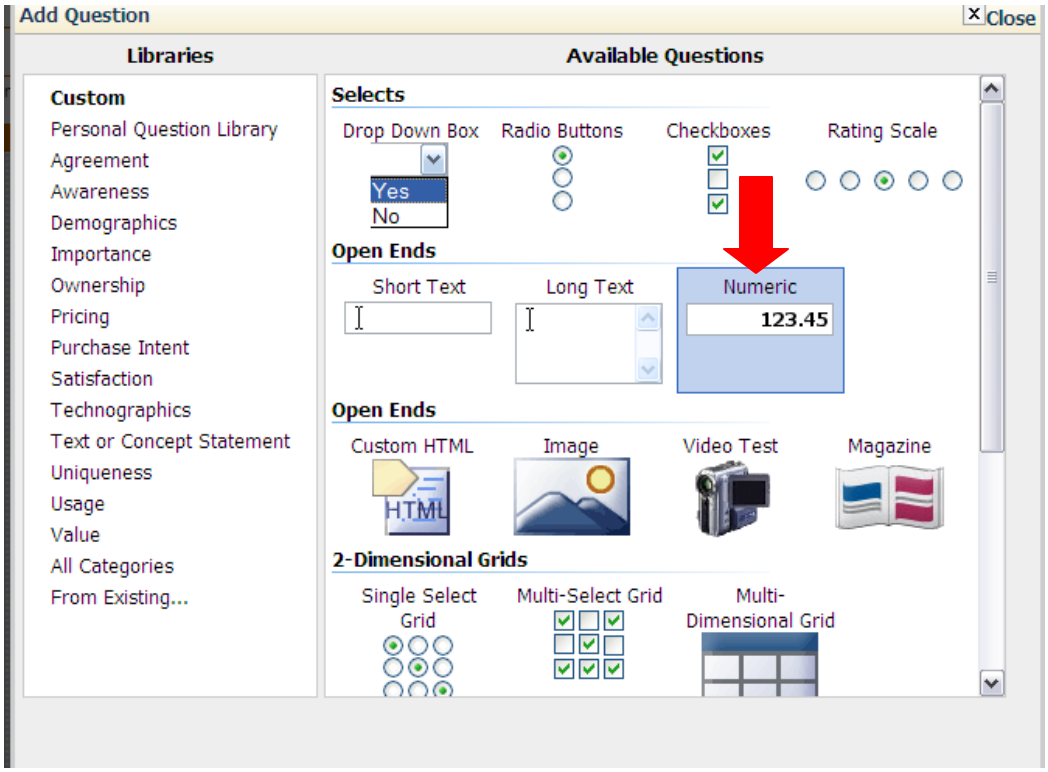
B4g. Numeric

This question type only accepts numbers.



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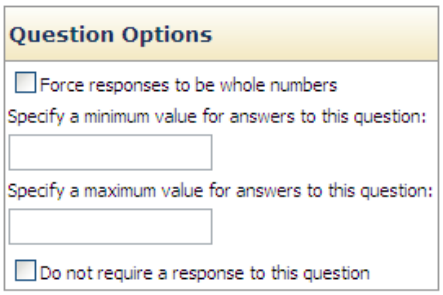
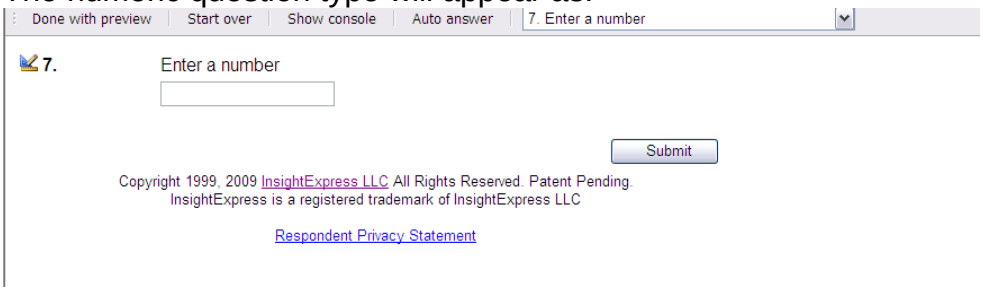
The question options for Numeric questions are:


Question Options
Force responses to be whole numbers
Specify a minimum value for answers to this question:
Specify a maximum value for answers to this question:
Do not require a response to this question

- Force responses to be in whole numbers: If this isn't selected, respondents can put in decimals into their numbers.
- Specify a minimum value for answers to this question: If you are looking to have a minimum value, you would specify it here. So for example, if you know that you are asking a year of birth question in your survey, you may want to put 1900 as a minimum value, as respondents would not have a birth year prior to 1900.
- Specify a maximum value for answers to this question: you can also specify a maximum value for answers (not characters) to your question. With the same example mentioned above, you probably could put a maximum value of 1996, as those under the age of 13 would not be responding to your survey.
- Do not require a response to this question: Check this if you would like your question to be optional.

The numeric question type will appear as:



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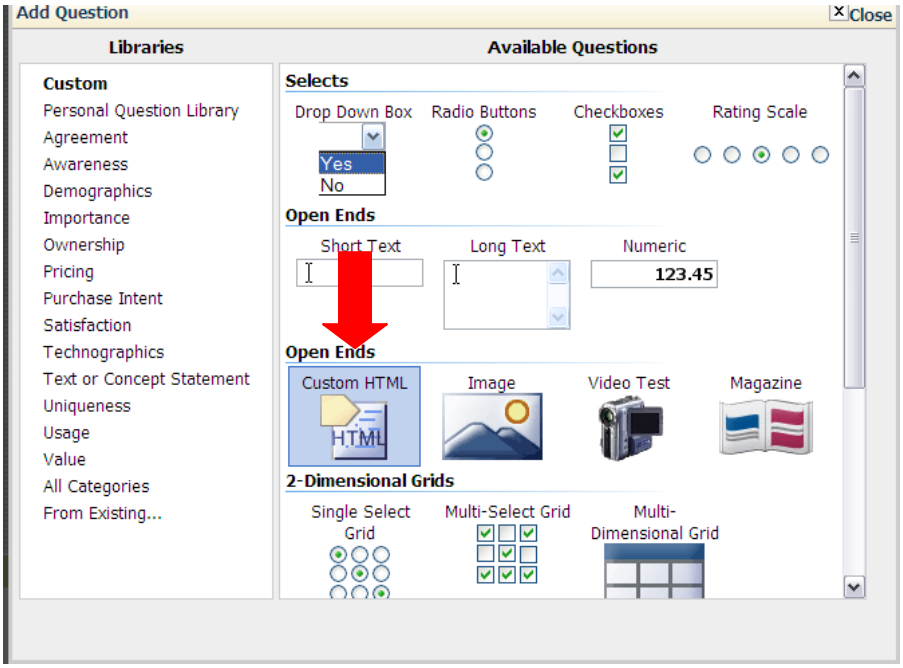
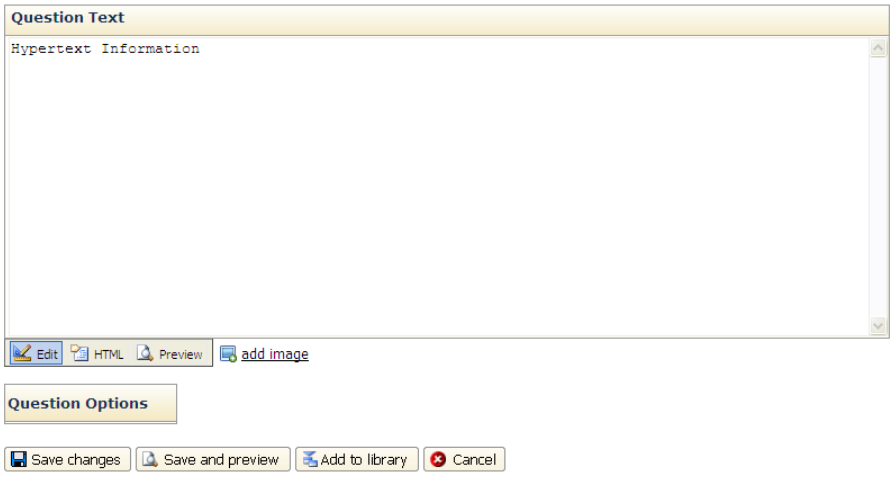
B4h. Custom HTML

This question type is used for an introduction or concept statement. There are no responses or open ended boxes associated with it. Simply enter your statement in the question text area and save the question.



There are no additional question options associated with this question type.



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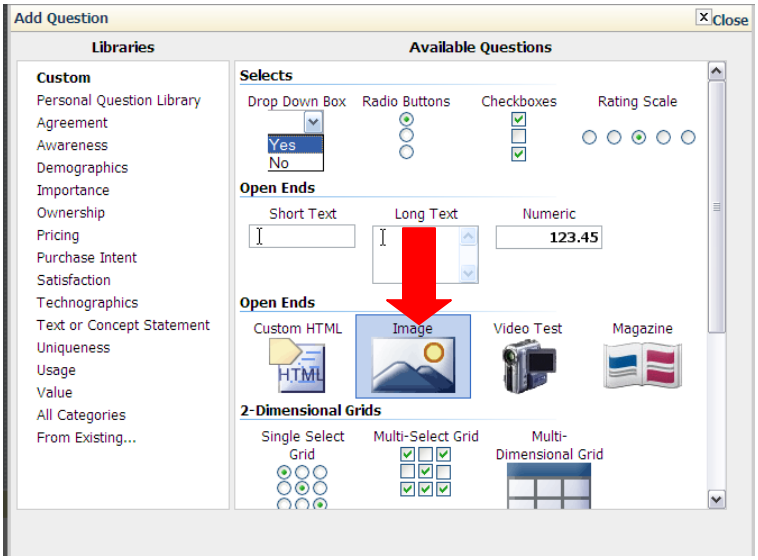
B4i. Image

You may upload an image into a Custom HTML question type.



Although you may add images to any question type, by uploading them to a Custom HTML question you may upload multiple images and take advantage of the additional question options noted below.

To upload multiple images, simple select the first image, save the question and then go back into the question to add more.

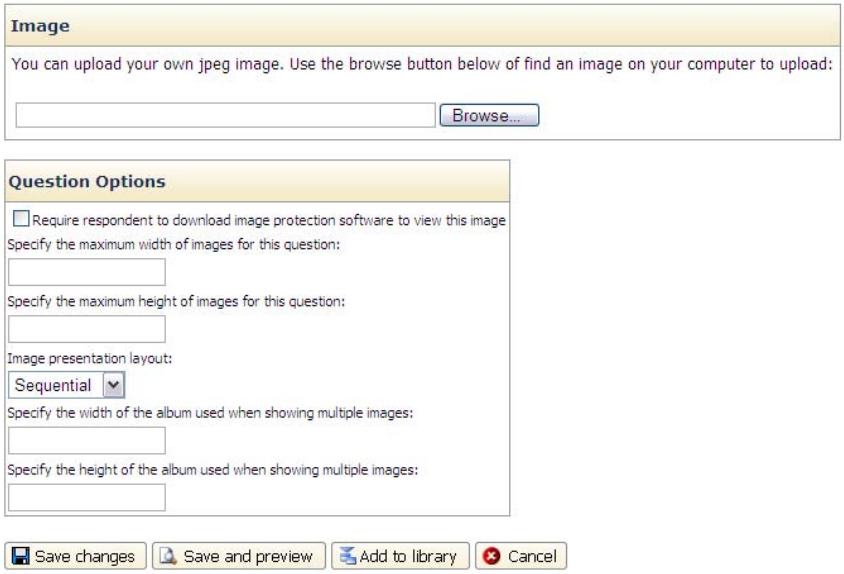


Image
You can upload your own jpeg image. Use the browse button below of find an image on your computer to upload:
Browse...
Question Options
Require respondent to download image protection software to view this image
Specify the maximum width of images for this question:
Specify the maximum height of images for this question:
Image presentation layout:
Sequential
Specify the width of the album used when showing multiple images:
Specify the height of the album used when showing multiple images:
Save changes
Save and preview
Add to library
Cancel

As with the other question types, you may select an image that is stored on your computer.

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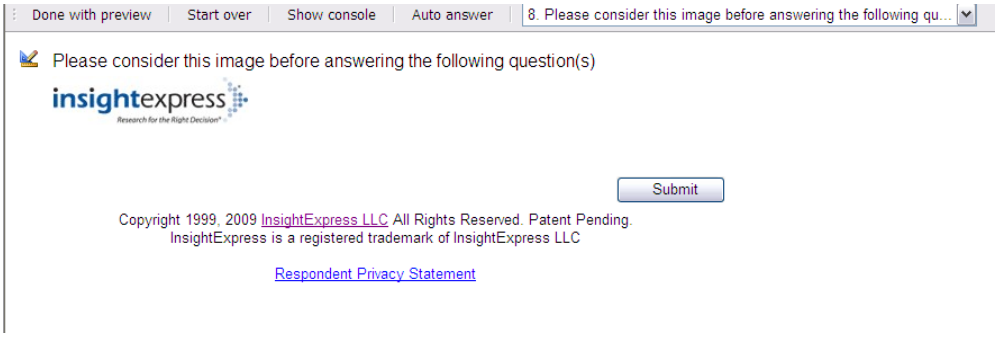
The question options for this question type are:

- **Require respondent to download image protection software to view the image.** This feature protects the image by preventing the respondent from copying and pasting it.
- **Specify the maximum width of the images for this question** allows you to determine how wide you would like the image to appear. For example, if the image(s) is 1000 pixels wide, but you would like it to appear as 700 pixels wide, simply insert 700 pixels.
- **Specify the maximum height of the images for this question** allows you to determine the image's height. As in the example above, if your image(s) is 600 pixels tall, but you would like it to appear as 400 pixels tall, simply insert 400.
- **Image presentation layout** allows you to choose from a variety of different layouts (Sequential, Thumbnail, Book, 2 Column and Highslide) depending on the number of images you are showing. .
- **Specify the width of the album used when showing multiple images** allows you to state how wide (in pixel format) you would like your album to appear to your respondents.
- **Specify the height of the album used when showing multiple images** allows you to state how tall (in pixel format) you would like your album to appear to your respondents.

Using the InsightExpress logo as the image, below is an example of how an image question will appear:


Done with preview
Start over
Show console
Auto answer
8. Please consider this image before answering the following qu...
Please consider this image before answering the following question(s)
insightexpress
Research for the Right Decision
Submit
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Respondent Privacy Statement

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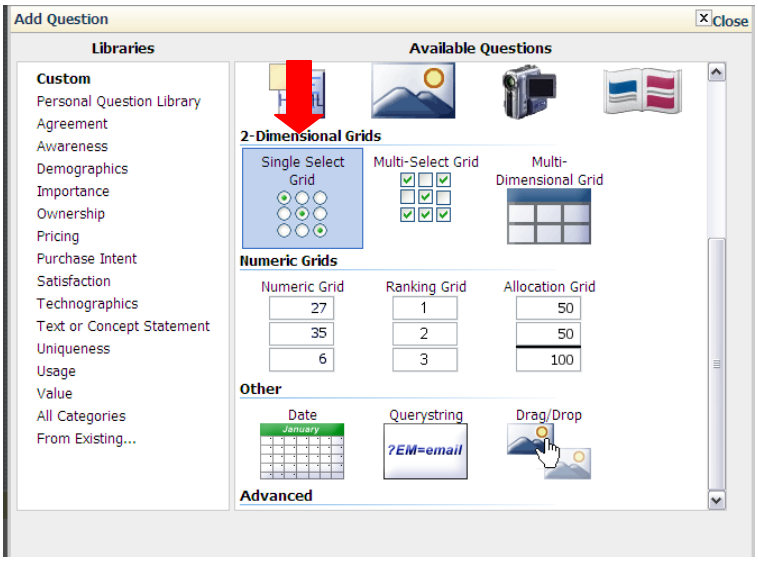
B4j. Single Select Grid

The Single Select Grid question type allows the respondent to rate multiple items at one time.



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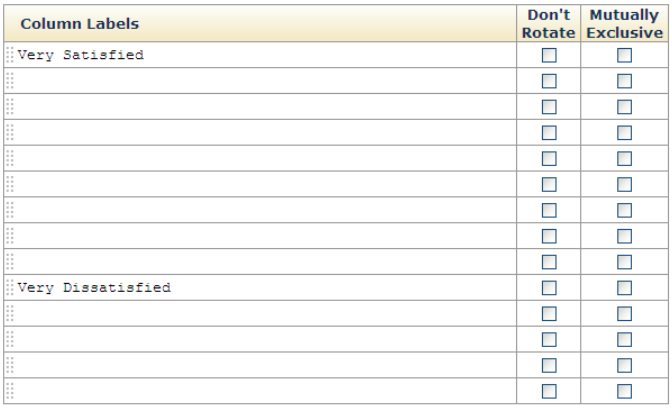
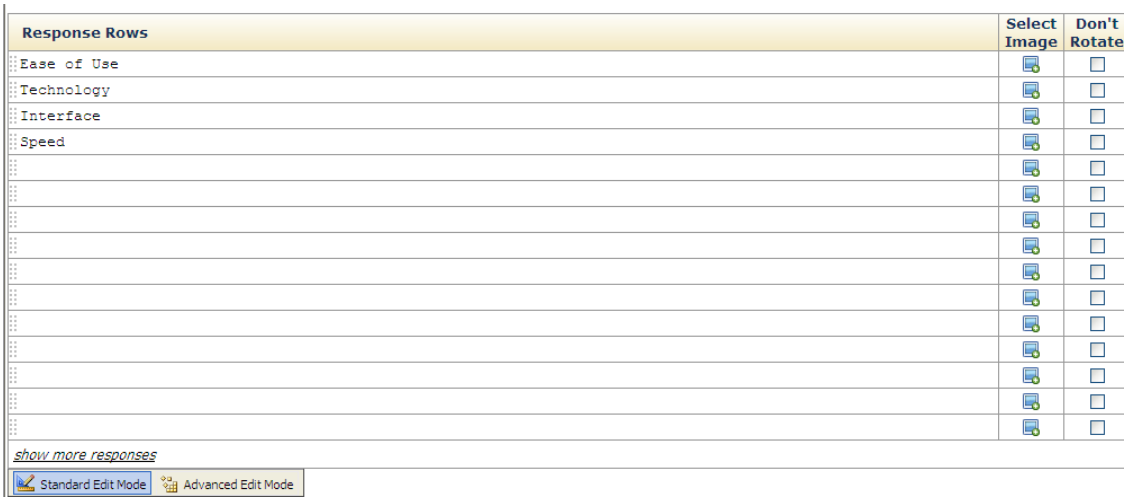
After entering the question text, you will have the opportunity to define the **column labels** and the **row labels**.

These grids can accommodate up to 14 columns, and not all columns need to be labeled. You may use the dragging feature to re-order the column labels, as well as row labels. In addition, you may anchor the column labels, when this option is selected in the Question Options box.

You also may select a column label to be Mutually Exclusive. However, this is not necessary in a single-select grid, as respondents can only select one response per row. (You will see in section B4j that there is an option to make the single-select grid a multi-select grid, rather than having to re-create it).



The row responses may be reordered using the dragging feature. You also have the option to add images to the response list as well as to the anchors of any of the responses. The Standard Edit Mode or the Advanced Edit Mode can also be used for the row labels.



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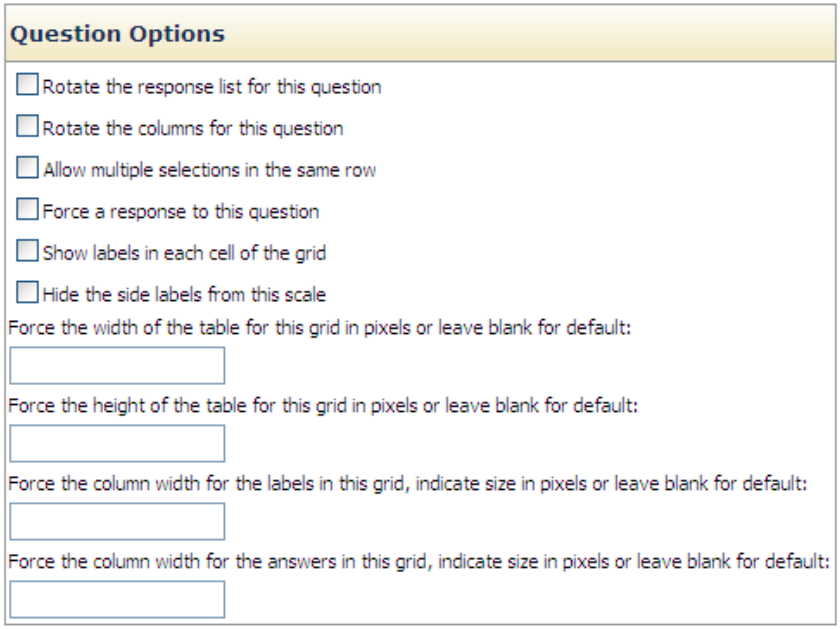
Additional features for this question are:


Question Options
Rotate the response list for this question
Rotate the columns for this question
Allow multiple selections in the same row
Force a response to this question
Show labels in each cell of the grid
Hide the side labels from this scale
Force the width of the table for this grid in pixels or leave blank for default:
Force the height of the table for this grid in pixels or leave blank for default:
Force the column width for the labels in this grid, indicate size in pixels or leave blank for default:
Force the column width for the answers in this grid, indicate size in pixels or leave blank for default:

- **Rotate the response list for this question** allows you to rotate all responses in a different order for each respondent.
- **Rotate the columns for this question** allows you to rotate all the columns in a different order for each respondent. *Note, if you use this option, each column should be labeled.*
- **Allow multiple selections in the same row** permits respondents to select multiple items in the same row. This is called the Multi-Select Grid question (see section B4k).
- **Force a response to this question** is the default option unless otherwise specified.
- **Show labels in each cell of the grid**: does not apply to this grid question
- **Hide the side labels from this scale** allows you to remove side labels in your response list (the default appearance is to label each response row from a-n.).
- **Force the width of the table for this grid in pixels or leave blank for default** allows you to set the entire table width to a certain size.
- **Force the height of the table for this grid in pixels or leave blank for default** allows you to specify the height of the table for lengthy response lists. The list will be scrollable so that the column labels remain static.
- **Force the column width for the labels in the grid, indicate size in pixels or leave blank for default** allows you to specify the width of the space underneath the column labels within the grid.

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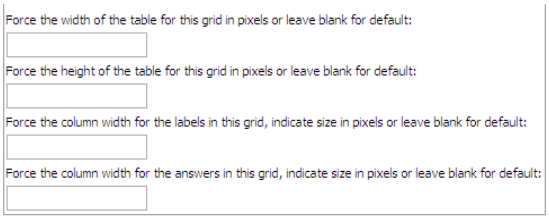
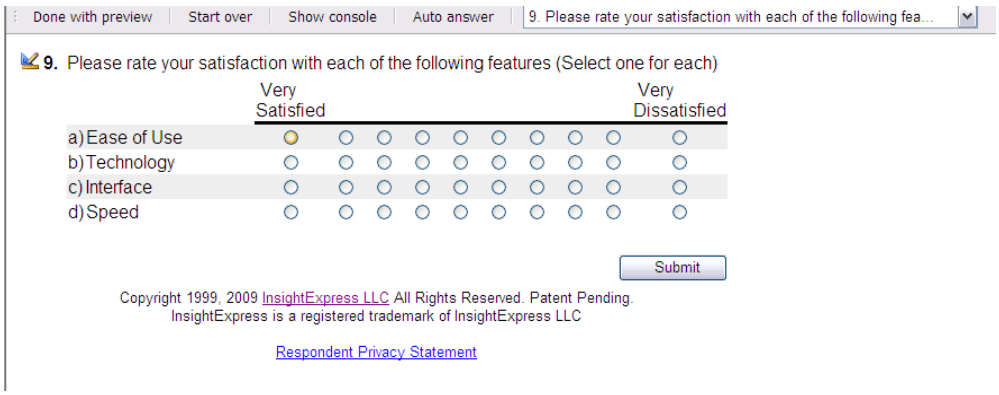
- **Force the column width for the answers in the grid, indicate size in pixels or leave blank for default** allows you to specify the width for the response list section of the grid.

  Please note: If you choose to specify how wide the entire grid table will be, you will need to make sure that the **Width of the table** is equal to the pixel width you choose for the column of the response list, as well as the entire area for the radio buttons. In the screen shot below, the first box will equal the sum of the last two boxes.


Force the width of the table for this grid in pixels or leave blank for default:
Force the height of the table for this grid in pixels or leave blank for default:
Force the column width for the labels in this grid, indicate size in pixels or leave blank for default:
Force the column width for the answers in this grid, indicate size in pixels or leave blank for default:

The Single Select Grid question appears as follows:


Done with preview
Start over
Show console
Auto answer
9. Please rate your satisfaction with each of the following fea...
9. Please rate your satisfaction with each of the following features (Select one for each)
Very Satisfied
Very Dissatisfied
a) Ease of Use
b) Technology
c) Interface
d) Speed
Submit
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Respondent Privacy Statement

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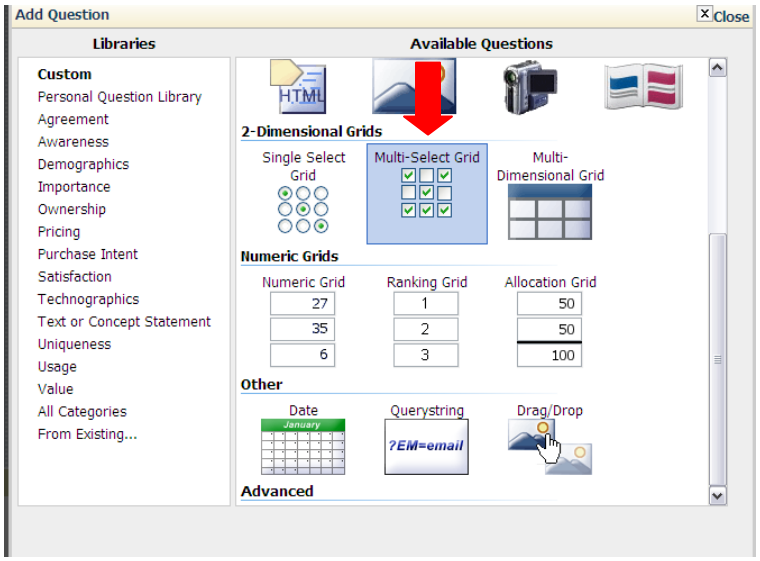
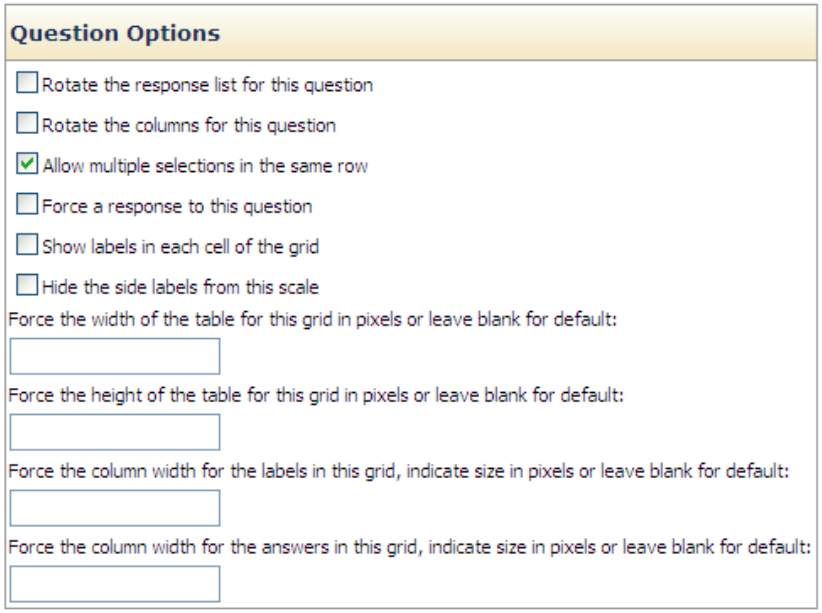
B4k. Multi-Select Grid

This question type allows respondents to select multiple answer choices in the same row.



Multi-Select Grids are the same as Single Select Grids, except for one key difference, the option to “Allow multiple selections in the same row” is checked off by default.

Additional features for this question are:


Question Options
Rotate the response list for this question
Rotate the columns for this question
Allow multiple selections in the same row
Force a response to this question
Show labels in each cell of the grid
Hide the side labels from this scale
Force the width of the table for this grid in pixels or leave blank for default:
Force the height of the table for this grid in pixels or leave blank for default:
Force the column width for the labels in this grid, indicate size in pixels or leave blank for default:
Force the column width for the answers in this grid, indicate size in pixels or leave blank for default:

- **Rotate the response list for this question** allows you to rotate all responses in a different order for each respondent.

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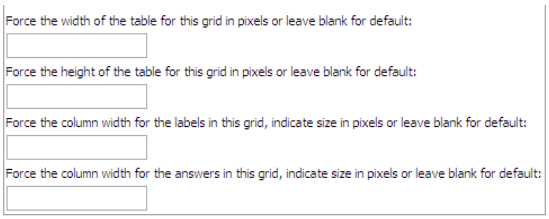
- **Rotate the columns for this question** allows you to rotate all the columns in a different order for each respondent. *Note, if you use this option, each column should be labeled.*
- **Allow multiple selections in the same row** is the default for Multi-Select Grid questions.
- **Force a response to this question** is the default option unless otherwise specified.
- **Show labels in each cell of the grid**: does not apply to this grid question
- **Hide the side labels from this scale** allows you to remove side labels in your response list (the default appearance is to label each response row from a-n).
- **Force the width of the table for this grid in pixels or leave blank for default** allows you to set the entire table width to a certain size.
- **Force the height of the table for this grid in pixels or leave blank for default** allows you to specify the height of the table for lengthy response lists. The list will be scrollable so that the column labels remain static.
- **Force the column width for the labels in the grid, indicate size in pixels or leave blank for default** allows you to specify the width of the space underneath the column labels within the grid.
- **Force the column width for the answers in the grid, indicate size in pixels or leave blank for default** allows you to specify the width for the response list section of the grid.

  Please note: If you choose to specify how wide the entire grid table will be, you will need to make sure that the **Width of the table** is equal to the pixel width you choose for the column of the response list as well as the entire area for the checkboxes. In the screen shot below, the first box will equal the sum of the last two boxes.


Force the width of the table for this grid in pixels or leave blank for default:
Force the height of the table for this grid in pixels or leave blank for default:
Force the column width for the labels in this grid, indicate size in pixels or leave blank for default:
Force the column width for the answers in this grid, indicate size in pixels or leave blank for default:

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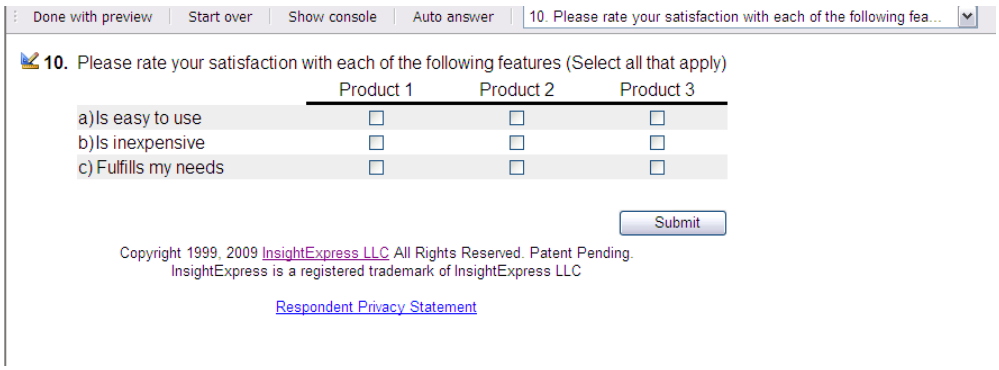
The Multi-Select Grid will appear as:


Done with preview
Start over
Show console
Auto answer
10. Please rate your satisfaction with each of the following fea...
10. Please rate your satisfaction with each of the following features (Select all that apply)
Product 1
Product 2
Product 3
a) Is easy to use
b) Is inexpensive
c) Fulfills my needs
Submit
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Respondent Privacy Statement

Please note that you may also add an opt-out column, such as “None of these” or “Not Applicable”, which can be set to mutually exclusive, using the <mutuallyexclusive> tag.

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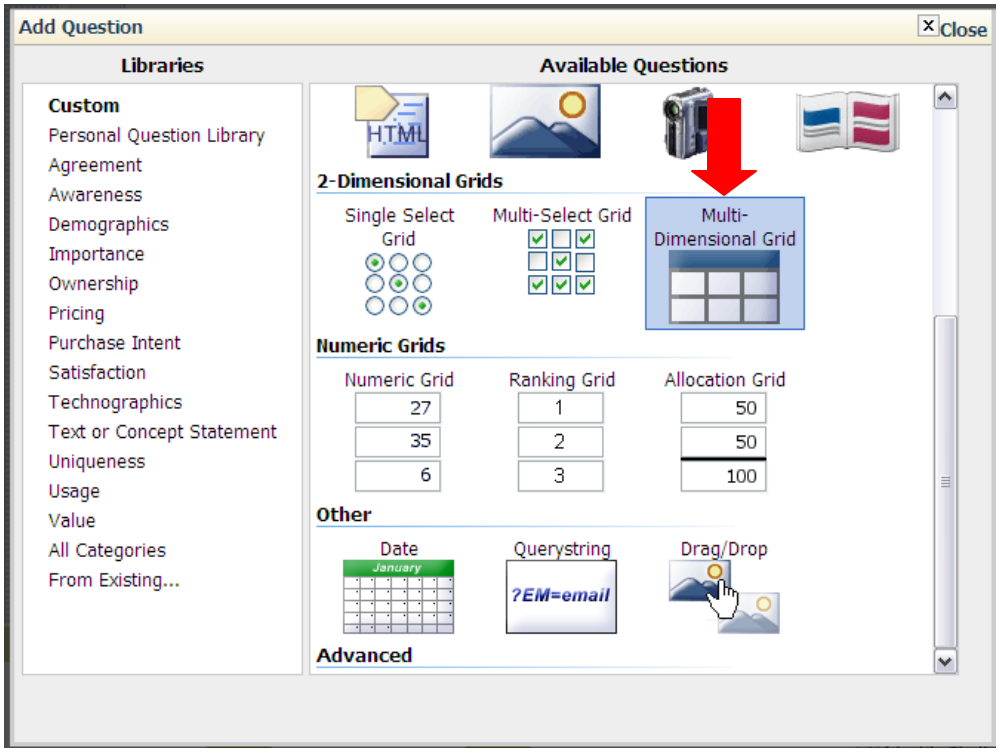
B4l. Multi-Dimensional Grids



Multi-Dimensional Grids are a powerful question type that allows you to ask respondents multiple questions in a compact form.

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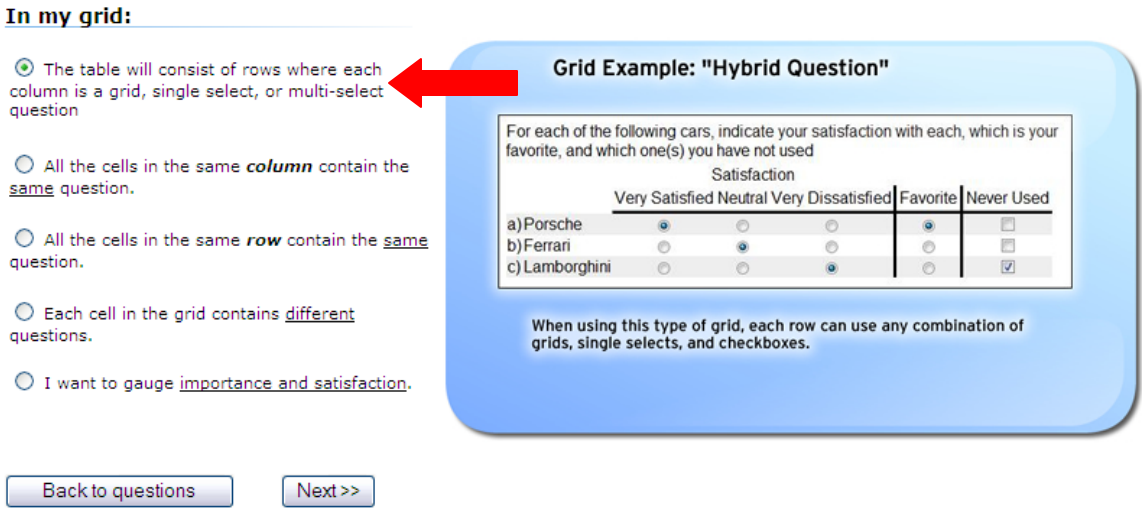
Below are four options for Multi-Dimensional Grid questions in addition to the collection of importance and satisfaction data:


In my grid:
The table will consist of rows where each column is a grid, single select, or multi-select question
All the cells in the same column contain the same question.
All the cells in the same row contain the same question.
Each cell in the grid contains different questions.
I want to gauge importance and satisfaction.
Grid Example: "Hybrid Question"
For each of the following cars, indicate your satisfaction with each, which is your favorite, and which one(s) you have not used
Satisfaction
Very Satisfied Neutral Very Dissatisfied Favorite Never Used
a) Porsche
b) Ferrari
c) Lamborghini
When using this type of grid, each row can use any combination of grids, single selects, and checkboxes.
Back to questions
Next >>

Hybrid Questions allow you to ask respondents multiple types of questions for one attribute. In the example pictured above there are three questions being asked about three different cars. The first question, Satisfaction, is formatted as a Single Select Grid, the second question, Preference, is formatted as a Single Select and the third question, Usage, is formatted as a Multi-Select.

To create a hybrid question type, simply click on the Next button. After clicking on the next button you will be asked to label your columns, select your question types and then label your response rows.

To demonstrate how to build a hybrid question, we have re-created the question in the example above.

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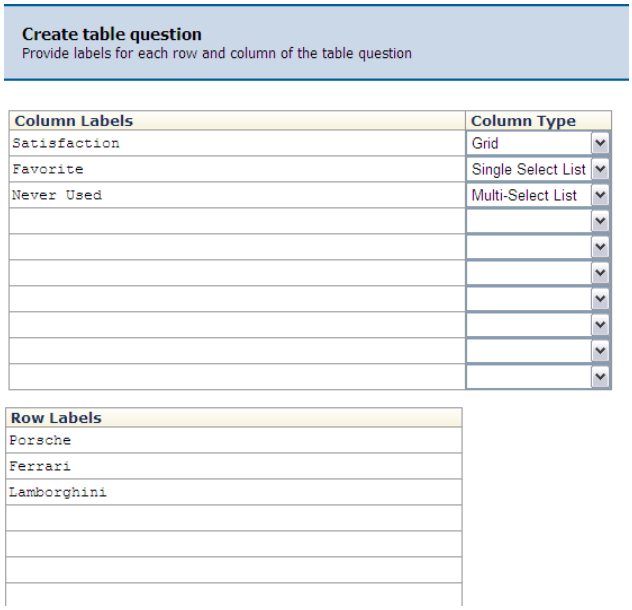

Once you have identified the columns, question types and row labels, click on Create Table.

Once the table has been created, you will return to the Sequence Questions page with the grid created, but not in its final form. Within the grid, you will see both “parent” questions and “child” questions.

The parent question is the overall question being asked of your respondents and it links together the child question(s). The child question(s) are the individual questions that make up the hybrid question.

The parent question is programmed as a concept statement which needs to be edited because when the hybrid question is created the text “Table” appears in the question label. The child question(s) may also be edited if the question label or responses need to be modified. In this example the parent question is 16 and the child questions are 17-19.

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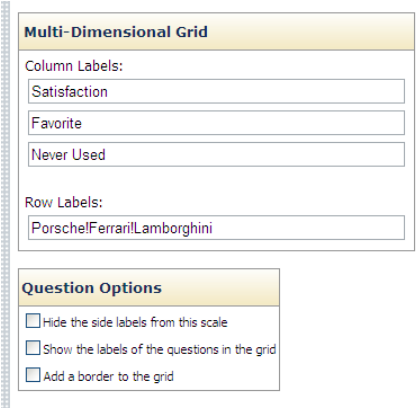
For example, when editing question 16, you can enter the question text as well any of the column or row labels. You will see that the column labels are the three child questions in this example. There is only one row for this type of multi-dimensional grid and the responses are separated by the delimiter **!**. (The tool recognizes that this character means that the next row response will follow.)



Three additional question options are available for Multi-Dimensional Grids:

- **Hide the side labels from this scale** allows you to hide the response labels of “a-n”.
- **Show the labels of the questions in the grid** permits you to show the labels, usually the combination of the column and row, for each question within the grid. Please note, this feature does not necessarily apply to the hybrid question type.
- **Add a border to the grid** allows you to add a border and separate each column and row from each other.

When you go in to edit any of the “child” questions, you will notice that the edit mode is exactly the same as if you were creating this question type earlier in your survey. For the grid question, in this case the Satisfaction column, you will want to update the sub-column labels.

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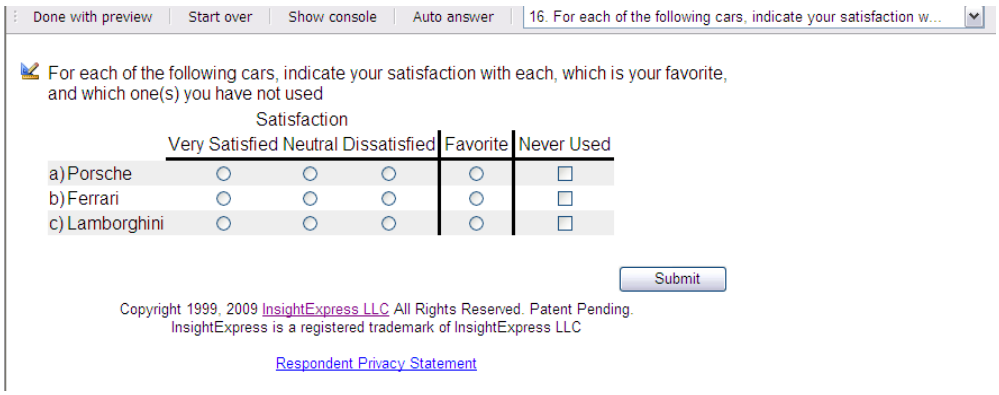
Column Labels
Very Satisfied
Neutral
Dissatisfied

Response Rows	Select Image	Don't Rotate
Porsche		
Ferrari		
Lamborghini		

After updating the “parent” question and any applicable “child” questions, the hybrid multi-dimensional grid will appear as such:


Done with preview
Start over
Show console
Auto answer
16. For each of the following cars, indicate your satisfaction w...
For each of the following cars, indicate your satisfaction with each, which is your favorite, and which one(s) you have not used
Satisfaction
Very Satisfied
Neutral
Dissatisfied
Favorite
Never Used
a) Porsche
b) Ferrari
c) Lamborghini
Submit
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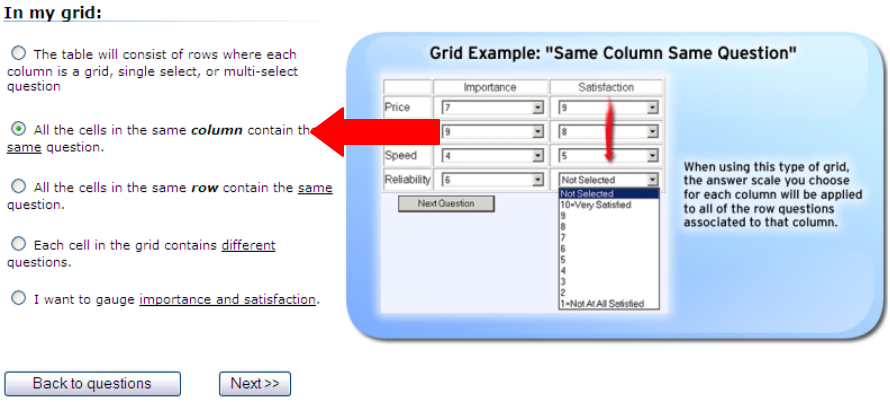
Same Column Same Question


In my grid:
The table will consist of rows where each column is a grid, single select, or multi-select question
All the cells in the same column contain the same question.
All the cells in the same row contain the same question.
Each cell in the grid contains different questions.
I want to gauge importance and satisfaction.
Grid Example: "Same Column Same Question"
Importance
Satisfaction
Price
Speed
Reliability
Next Question
Not Selected
10=Very Satisfied
1=Not At All Satisfied
When using this type of grid, the answer scale you choose for each column will be applied to all of the row questions associated to that column.
Back to questions
Next >>

With a Same Column Same Question multi-dimensional grid, a single question is asked in one column for all responses. For example, in the question above, each row has its own set of answer choices.

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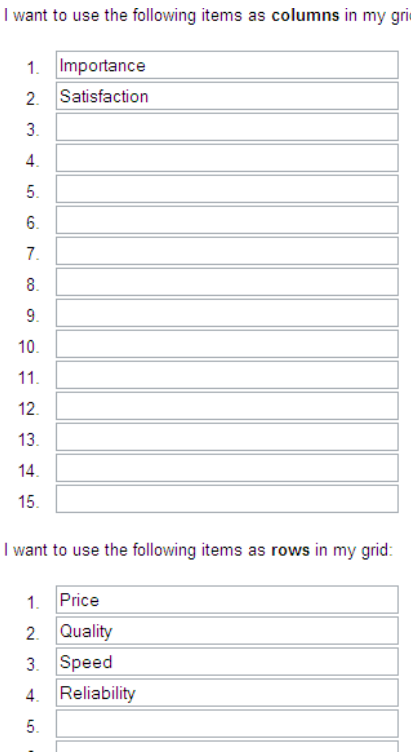
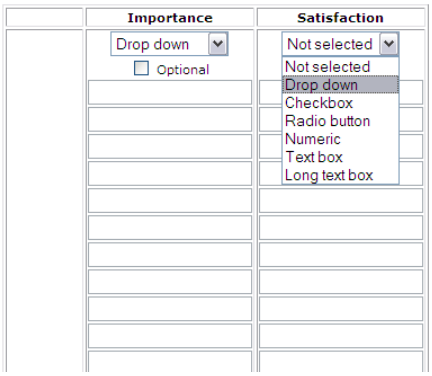
Similar to programming a Hybrid Multi-Dimensional grid, you need to label the column and row labels within your question in order to create the Same Column Same Question type. However, because each column is the same question, you select the question type after you label the columns and rows.

Below is a re-creation of the previous example.



After you click “Next” you will be asked to select the question type for each column:



We offer six different question types and the ability to make the questions in the column optional.

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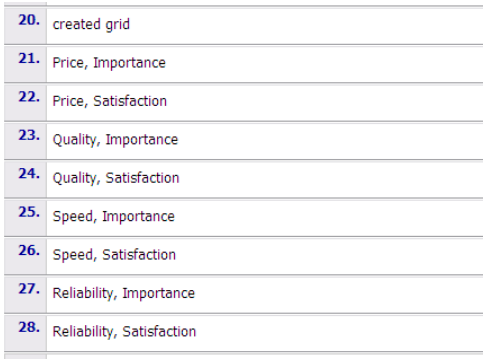
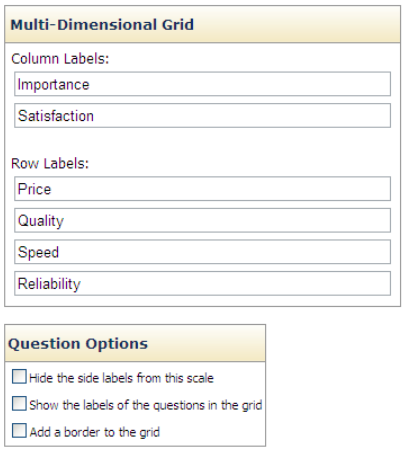
After clicking Next you will return to the Sequence Questions page where you will see the “parent” question (the question that will display the question text) and the “child” questions (the questions that are created for each row and column combination). The “child” questions are labeled according to row, column so that you know which question to edit.

In the example below, question 20 is the “parent” question and questions 21-28 are the “child” questions.



After the grid is created, the question text needs to be inserted into the parent question.



In the grid above, each column and row is labeled.

The following are additional question options available for Same Column Same Question grids:

- **Hide the scale label from this scale** does not apply to this grid question, as you cannot add a single or multi-select grid question.
- **Show the labels of the questions in the grid** is offered to show the labels (usually a combination of the column and row) for each question within the grid.
- **Add a border to the grid** allows you to add a border and separate each column and row from each other.

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However you may need to make minor adjustments to the child questions. One example of this is adding an answer choice. In the example we created, we actually did not put in the scale for Importance nor Satisfaction. If we click to edit any of the child questions, we can actually add it to this one question and we can “propagate” it to the other questions in the grid.

In this case, we are editing question 21 to add the Importance Scale:

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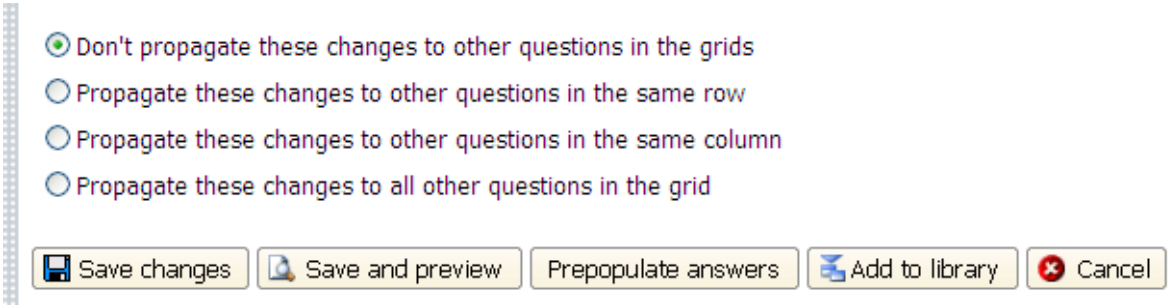
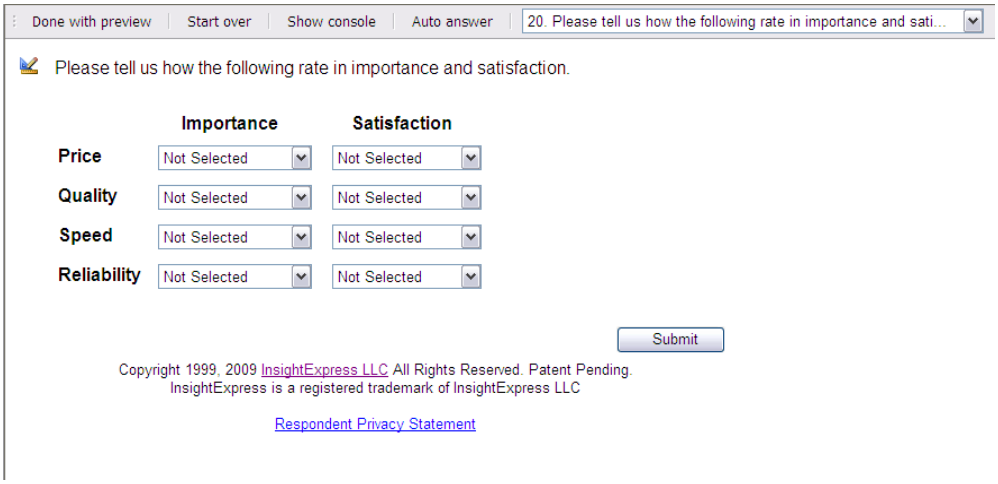
After you add the response list (in this case scale points), you will see on the bottom of the page:


Don't propagate these changes to other questions in the grids
Propagate these changes to other questions in the same row
Propagate these changes to other questions in the same column
Propagate these changes to all other questions in the grid
Save changes
Save and preview
Prepopulate answers
Add to library
Cancel

- Don’t propagate these changes to other questions in the grids – just make the changes to this one question and leave all other questions alone
- Propagate these changes to other questions in the same row – save these changes to the other questions that appear in the same row
- Propagate these changes to other questions in the same column – save these changes to the other questions that appear in the same column (this is the option that will be used in this case)
- Propagate these changes to all other questions in the grid – save these changes across the entire grid.

After also adding the scale to the Satisfaction column as well, the question will appear as:



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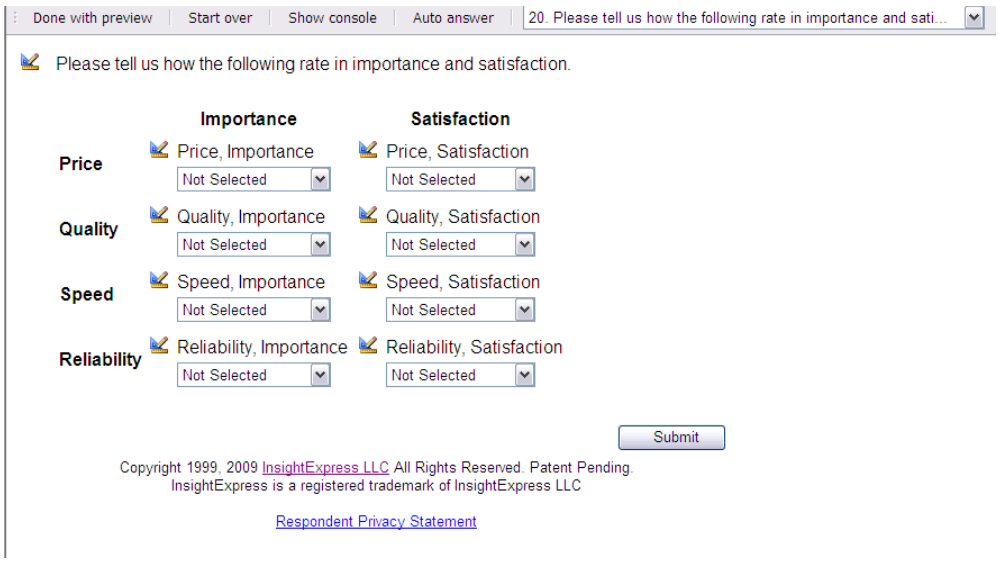
The question with showing the labels of the questions will appear as:



And the following is how the grid would appear with a border:

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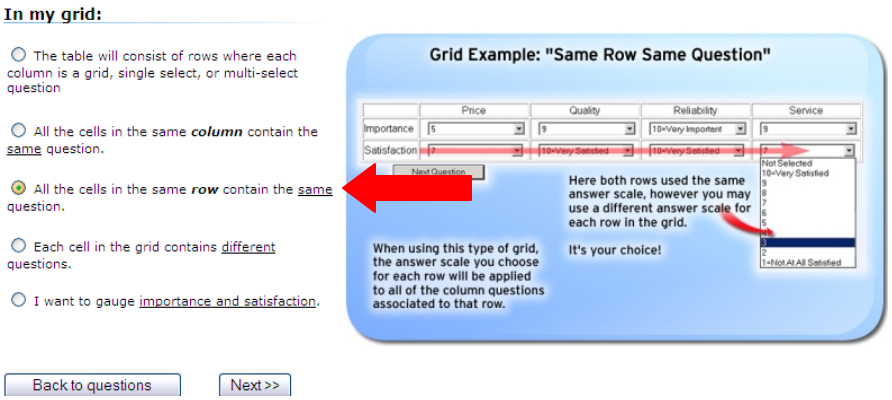
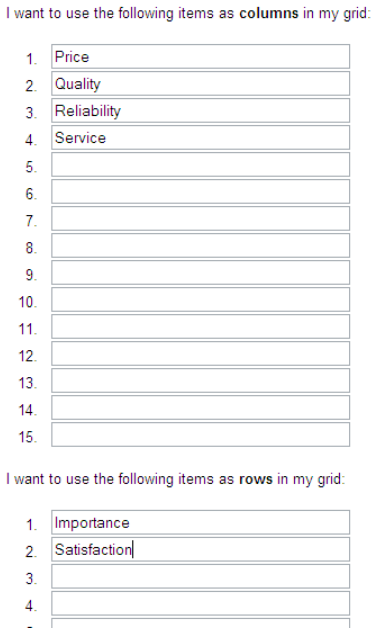
Same Row Same Question


In my grid:
The table will consist of rows where each column is a grid, single select, or multi-select question
All the cells in the same column contain the same question.
All the cells in the same row contain the same question.
Each cell in the grid contains different questions.
I want to gauge importance and satisfaction.
Grid Example: "Same Row Same Question"
Price
Quality
Reliability
Service
Importance
Satisfaction
Next Question
Here both rows used the same answer scale, however you may use a different answer scale for each row in the grid.
It's your choice!
When using this type of grid, the answer scale you choose for each row will be applied to all of the column questions associated to that row.
Back to questions
Next >>

With a Same Row Same Question multi-dimensional grid the same question can be asked across rows but have different attributes across columns. This question type is the reverse of the Same Column Same Question format.

Below is an example of how to create a Same Row Same Question grid.

To begin, name your column and row labels.


I want to use the following items as columns in my grid:
1. Price
2. Quality
3. Reliability
4. Service
I want to use the following items as rows in my grid:
1. Importance
2. Satisfaction

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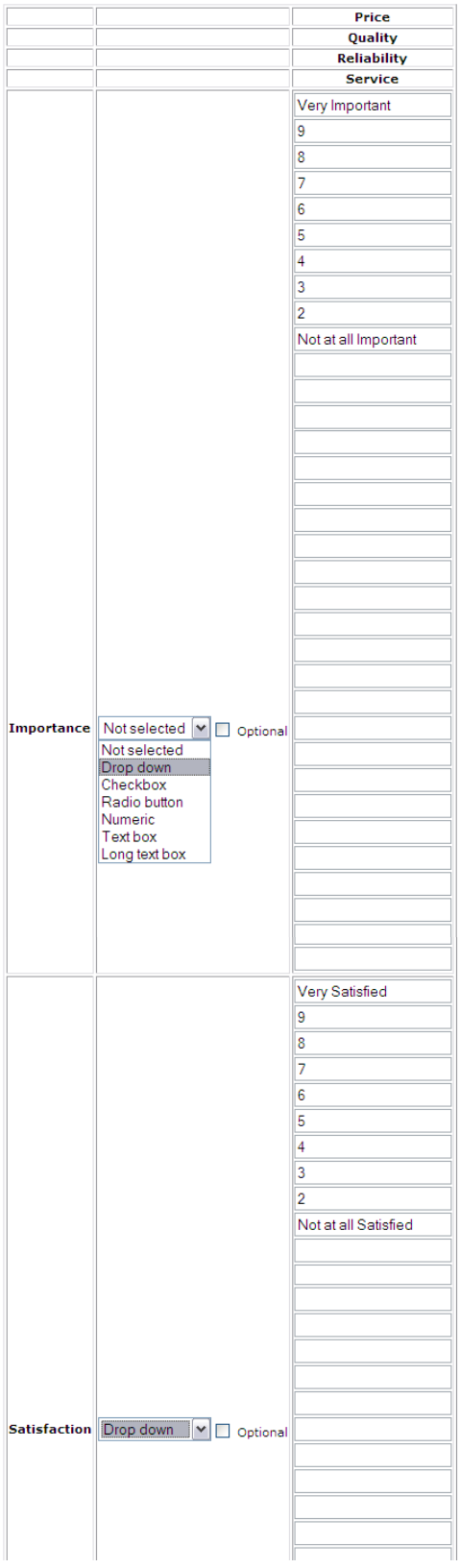
Next, define the question types for the rows as well as the response list



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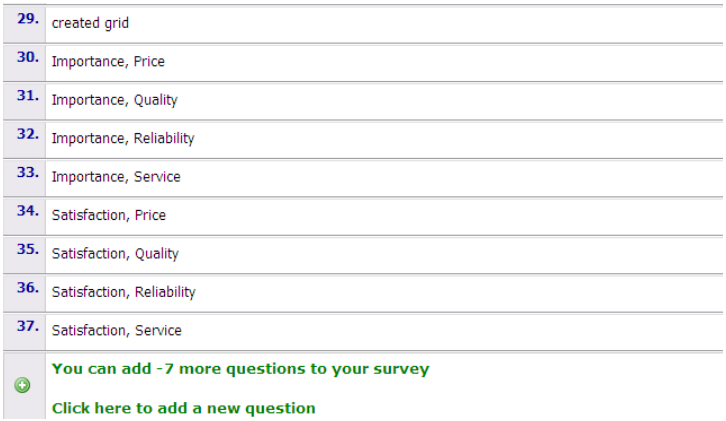
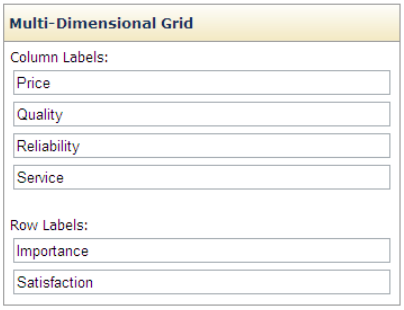
Once the grid is created, you will return to the Sequence Questions page and be presented with “parent” and “child” questions. Your desired question text should be typed into the “parent” question and the “child” questions should be edited to reflect any row/column changes.

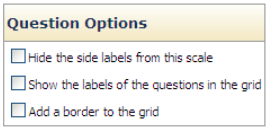
In the example below, question 29 is the “parent” question and questions 30-37 are the “child” questions.



The following are additional question options available for Same Row Same Question grids:

- **Hide the scale label from this scale** does not apply to this grid question, as you cannot add a single or multi-select grid question.
- **Show the labels of the questions in the grid** is offered to show the labels (usually a combination of the column and row) for each question within the grid.
- **Add a border to the grid** allows you to add a border and separate each column and row from each other.




Question Options
Hide the side labels from this scale
Show the labels of the questions in the grid
Add a border to the grid

The Same Row Same Question format will appear to respondents as:

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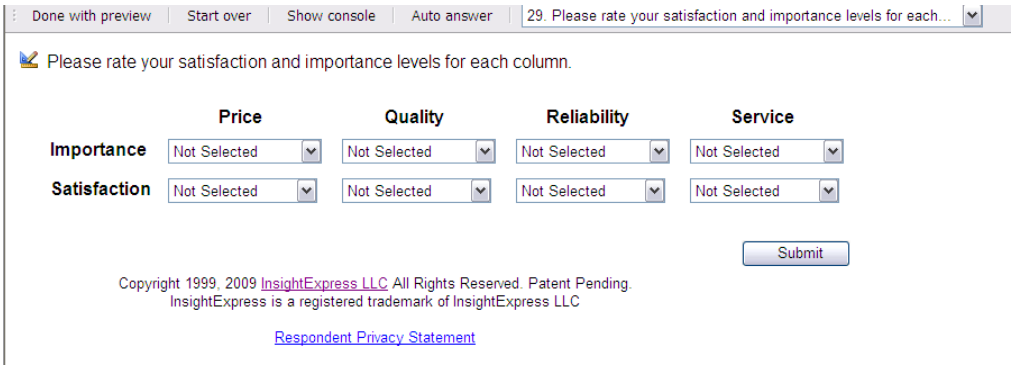

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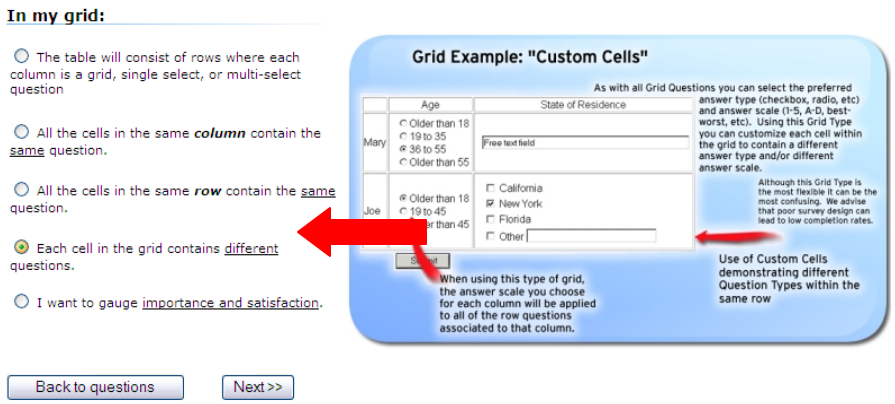
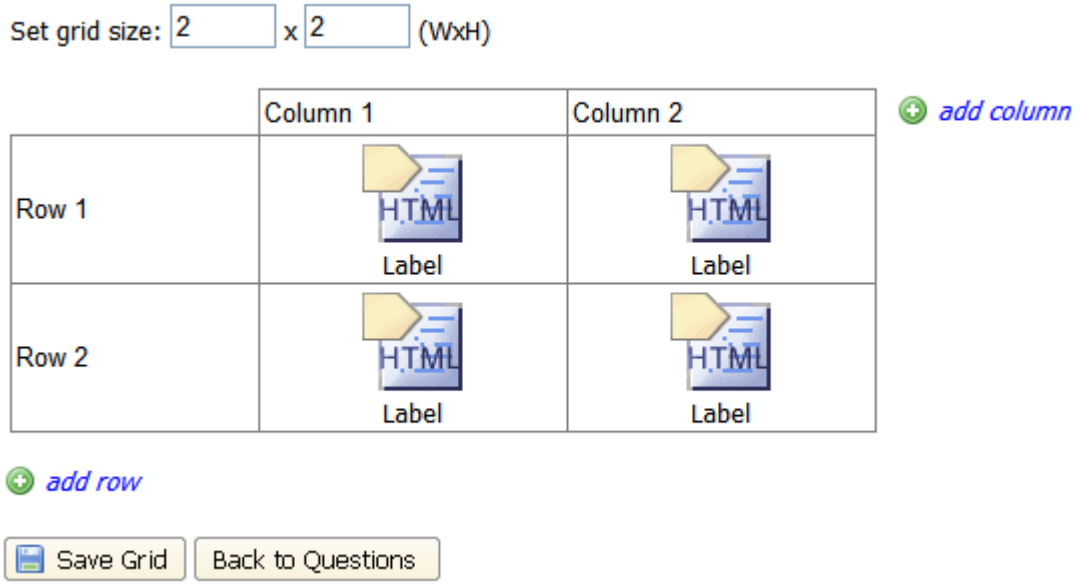
Custom Cells


In my grid:
The table will consist of rows where each column is a grid, single select, or multi-select question
All the cells in the same column contain the same question.
All the cells in the same row contain the same question.
Each cell in the grid contains different questions.
I want to gauge importance and satisfaction.
Grid Example: "Custom Cells"
As with all Grid Questions you can select the preferred answer type (checkbox, radio, etc) and answer scale (1-5, A-D, best-worst, etc). Using this Grid Type you can customize each cell within the grid to contain a different answer type and/or different answer scale.
Although this Grid Type is the most flexible it can be the most confusing. We advise that poor survey design can lead to low completion rates.
Use of Custom Cells demonstrating different Question Types within the same row
When using this type of grid, the answer scale you choose for each column will be applied to all of the row questions associated to that column.
Back to questions
Next >>

With the Custom Cells grid, a different question type is available for each row/column combination.

To begin, specify the number of desired rows and columns (width x height) at the top of the screen. As you enter the information the grid will automatically adjust itself. See image below.



After specifying labels for the rows and columns, click on “Column 1” and “Column 2” to name each of the columns. Next, click on “Row 1” and “Row 2” to adjust the row text.

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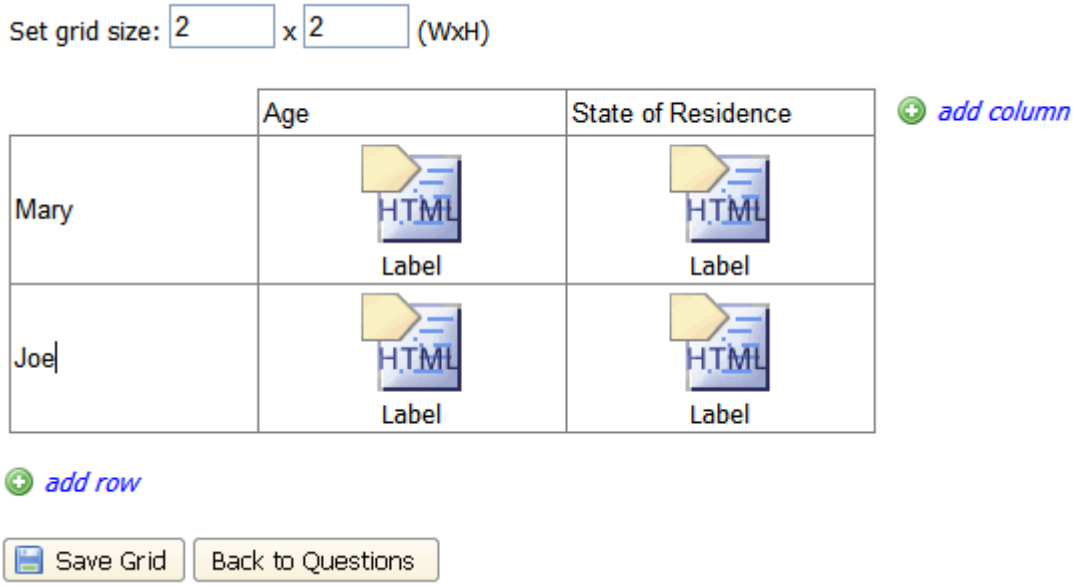

At any point on this page, simply click, “add column” or “add row” to insert a new row or column.

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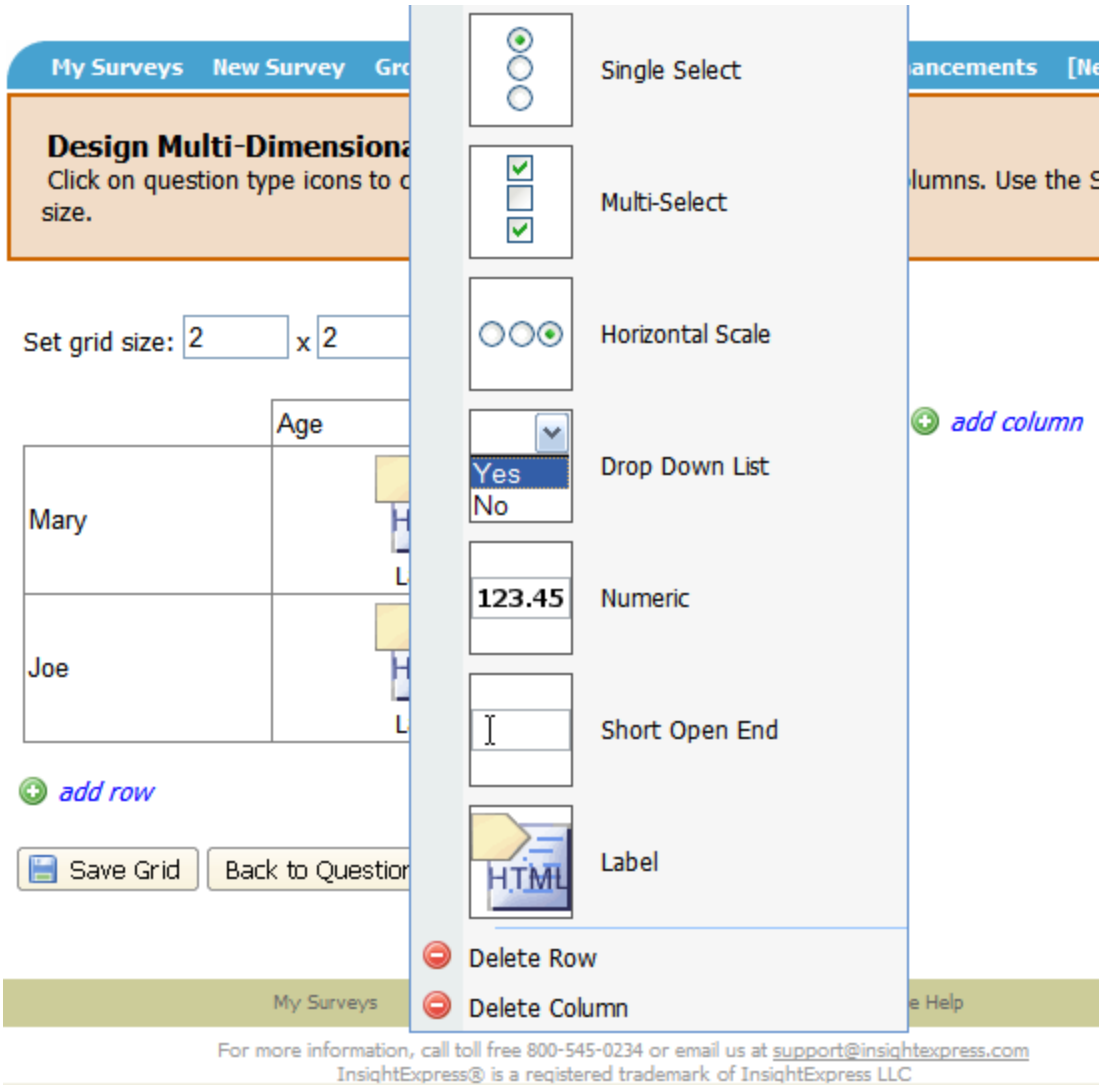
After you have labeled your rows and columns, click on the label icon to change the question type. You can choose from the seven different question types noted below:



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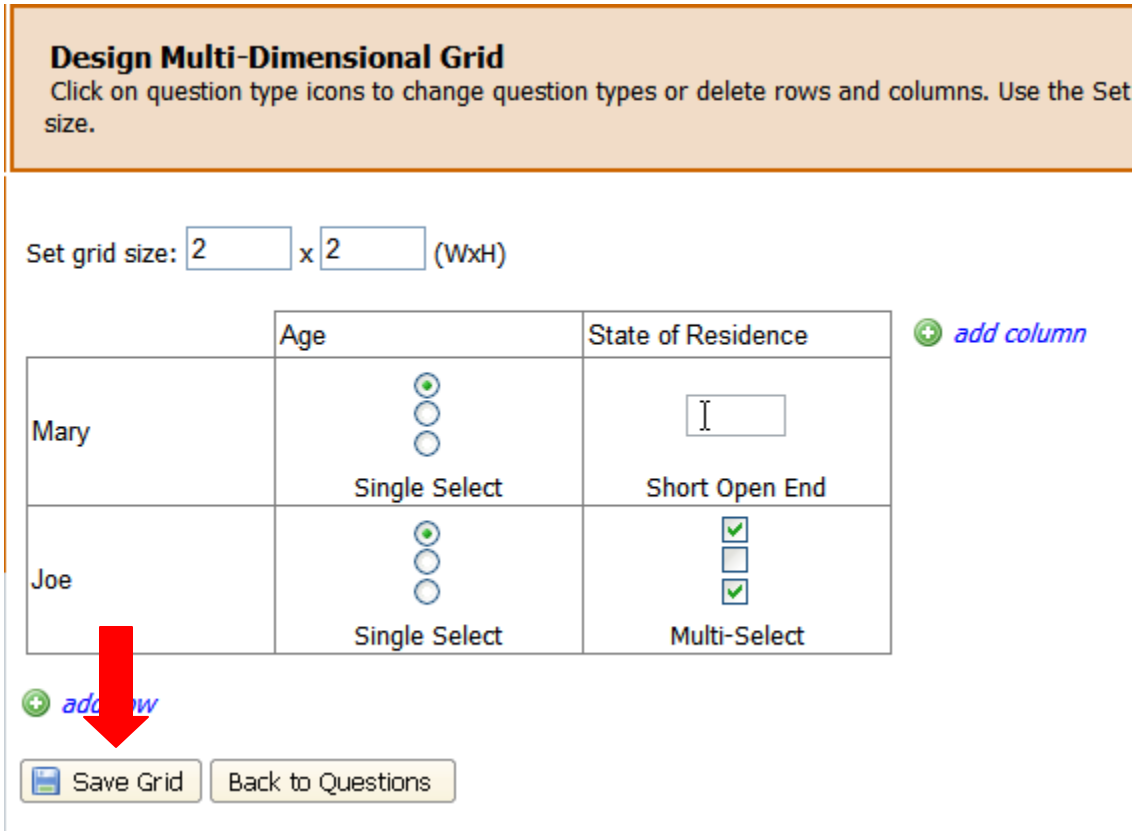
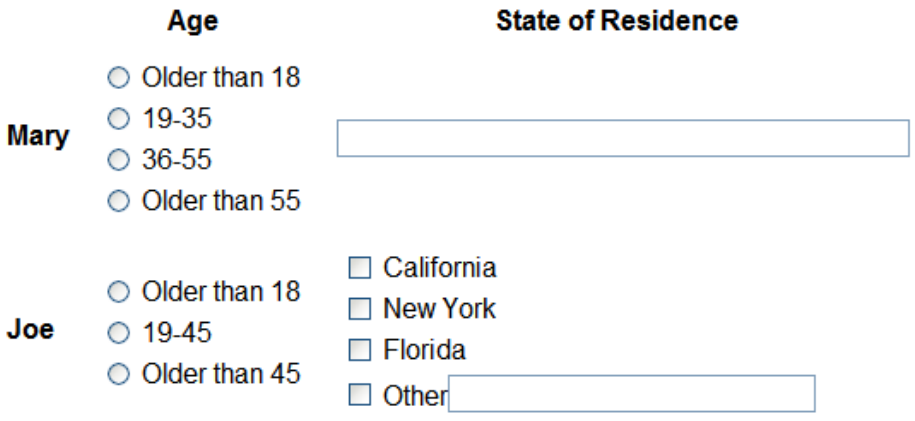
Once the question types have been set, click “Save Grid.”



Once you have saved your grid, you will return to the Sequence Questions page where you can adjust your answer choices.

After your answer choices are updated, you can preview your question:



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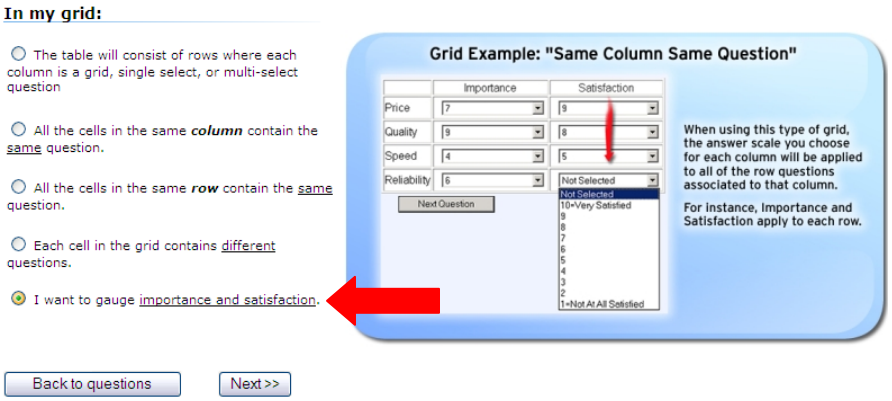
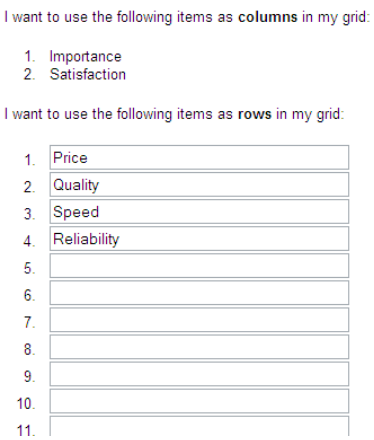
Importance/Satisfaction Grids


In my grid:
The table will consist of rows where each column is a grid, single select, or multi-select question
All the cells in the same column contain the same question.
All the cells in the same row contain the same question.
Each cell in the grid contains different questions.
I want to gauge importance and satisfaction.
Grid Example: "Same Column Same Question"
Importance
Satisfaction
Price
Quality
Speed
Reliability
Next Question
When using this type of grid, the answer scale you choose for each column will be applied to all of the row questions associated to that column.
For instance, Importance and Satisfaction apply to each row.
Back to questions
Next >>

Importance/Satisfaction grids are the same as Same Column Same Question grids however in Importance/Satisfaction grids the column names default to Importance and Satisfaction:



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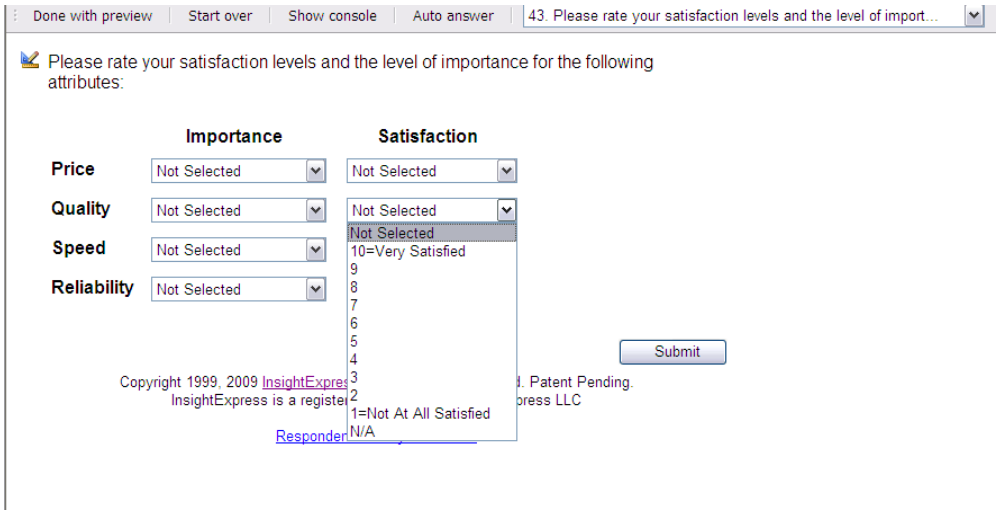
In an Importance/Satisfaction grid the answer sets are predefined and the only information to modify is the question text. The question will appear as:



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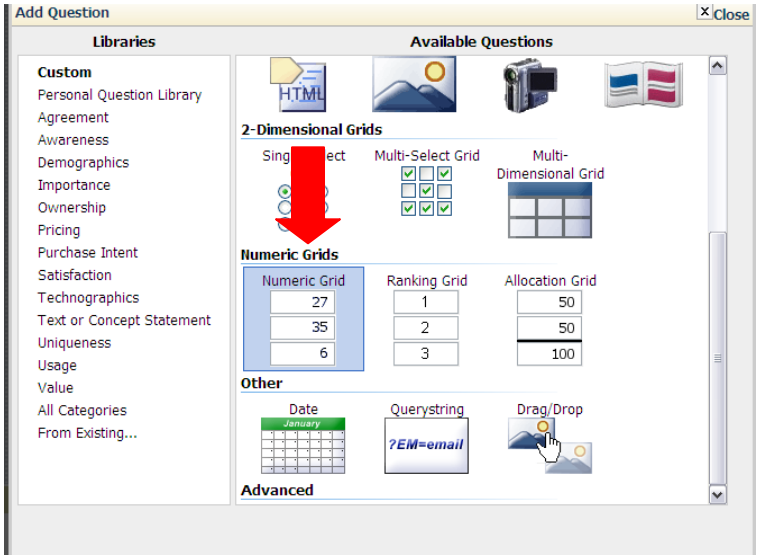
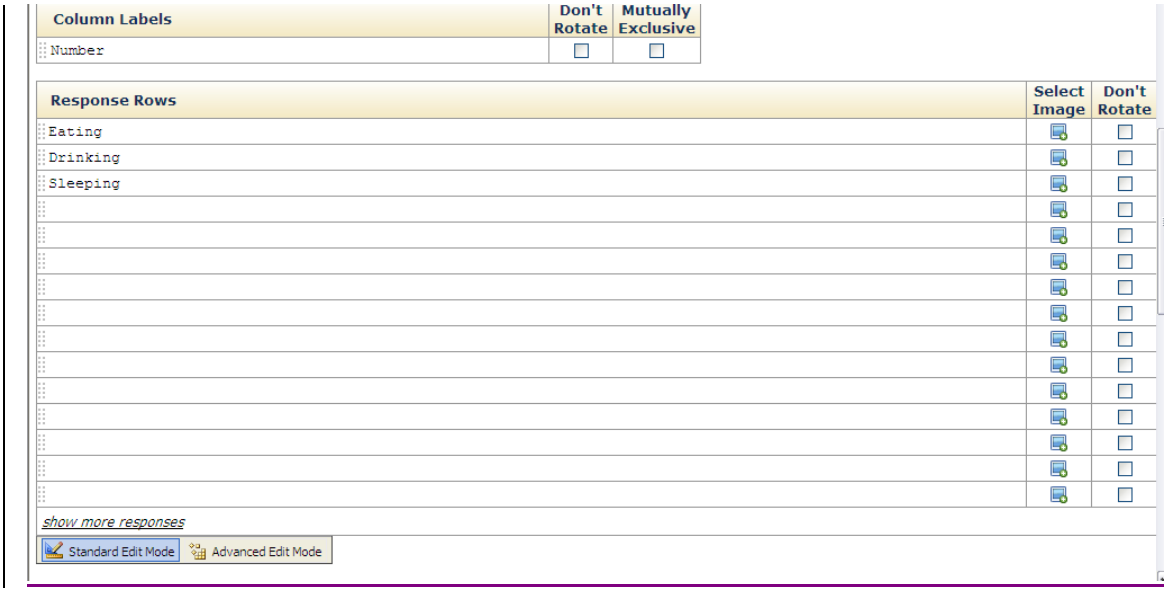
B4m. Numeric Grid

Numeric grids allow respondents to provide an actual number across multiple attributes.



To utilize this question format, specify the column label and response list.



If desired, images can be added to response lists or as anchors to specific responses. You may also use the dragging features to reorder the response list.

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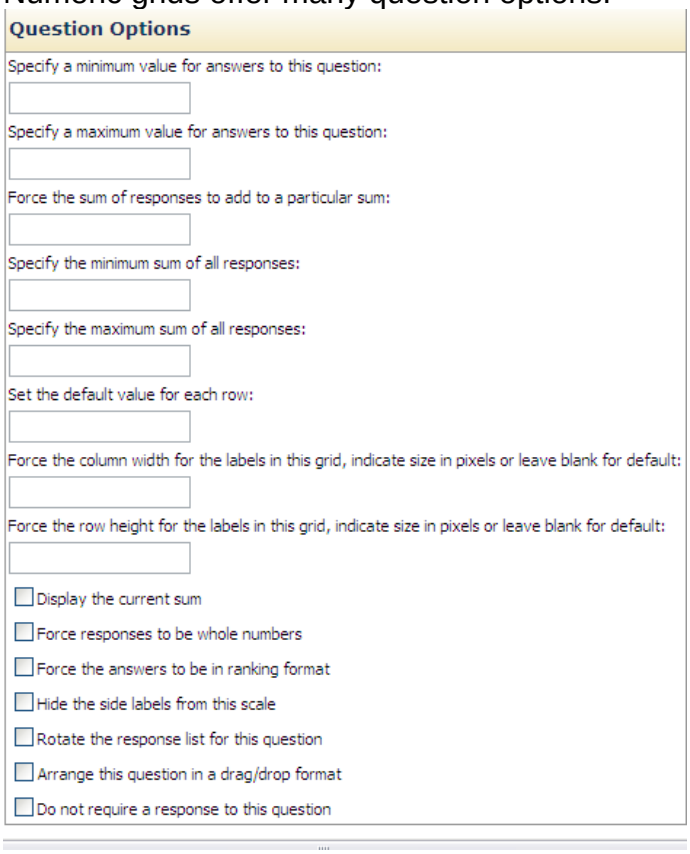
Numeric grids offer many question options:


Question Options
Specify a minimum value for answers to this question:
Specify a maximum value for answers to this question:
Force the sum of responses to add to a particular sum:
Specify the minimum sum of all responses:
Specify the maximum sum of all responses:
Set the default value for each row:
Force the column width for the labels in this grid, indicate size in pixels or leave blank for default:
Force the row height for the labels in this grid, indicate size in pixels or leave blank for default:
Display the current sum
Force responses to be whole numbers
Force the answers to be in ranking format
Hide the side labels from this scale
Rotate the response list for this question
Arrange this question in a drag/drop format
Do not require a response to this question

These question options include:

- **Specify a minimum value for answers to this question** allows you to specify the minimum value you want the respondent to answer.
- **Specify a maximum value for answers to this question** allows you to specify the maximum value you want the respondent to answer.
- **Force the sum of the responses to add to a particular sum** requires the sum of all responses to add up to a particular sum. For example, if respondents are asked how many hours they spend doing different tasks in a day, the sum can be forced to 24.
- **Specify the minimum sum of all responses** allows you to specify a minimum sum of the responses, rather than forcing a particular sum.
- **Specify the maximum sum of all responses** allows you to specify a maximum sum of the responses. If you are using this feature in conjunction with the minimum sum, then you can allow a range for the sum of all responses.
- **Set the default value for each row** allows you to pre-set the value in each response so that the respondent only has to adjust the responses that apply to them. In many instances, the default value is set to zero
- **Force the column width for the labels in this grid, indicate size in pixels or leave blank for default** allows you to specify how wide you would like the response list to appear.

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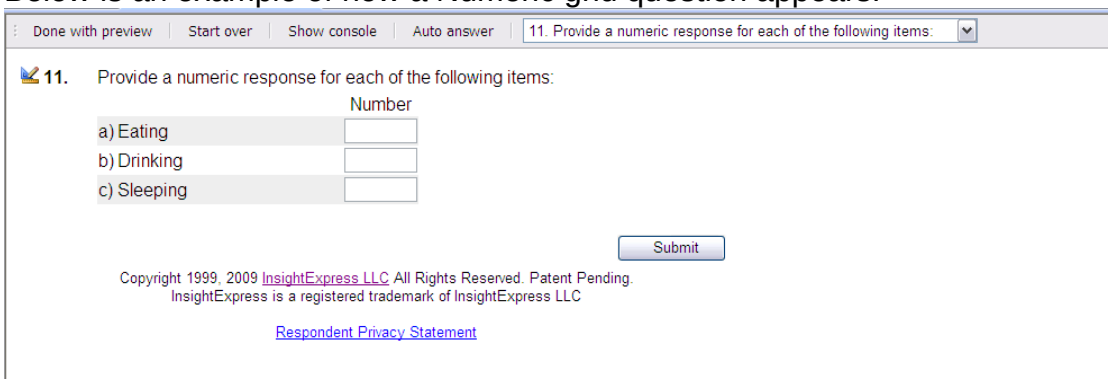
- **Force the row height for the labels in this grid, indicate size in pixels or leave blank for default** allows you to specify the height for each response.
- **Display the current sum** allows the respondent to see a rolling tally of their responses as they are inserting them within the question.
- **Force responses to be whole numbers** requires respondent to enter whole numbers rather than decimals.
- **Force the answers to be in ranking format** requires the numeric grid question to be a ranking grid question, where respondents are required to enter a unique value for each responses, beginning with 1. This process is explained in greater detail in section B4m.
- **Hide the side labels from this scale** allows you to hide the labels ("a – n") as shown.
- **Rotate the response list for this question** allows you to rotate the responses unless otherwise specified.
- **Arrange this question in drag/drop format** allows respondents to use drag and drop technology to rank a series of items. To drag and drop, a respondent clicks on an icon/image within a question and uses the mouse to drag it over to another area of the question.
- **Do not require a response to this question** allows you to change to default setting for this questions and make it optional.

Below is an example of how a Numeric grid question appears:


Done with preview
Start over
Show console
Auto answer
11. Provide a numeric response for each of the following items:
11. Provide a numeric response for each of the following items:
Number
a) Eating
b) Drinking
c) Sleeping
Submit
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Respondent Privacy Statement

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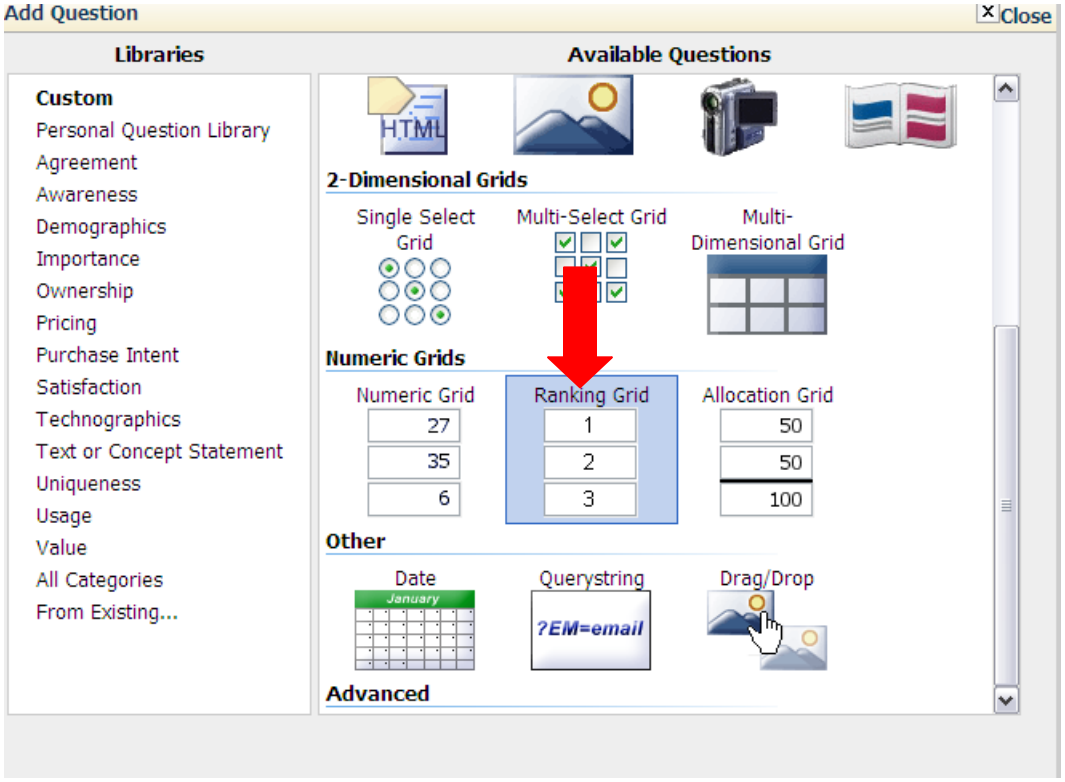
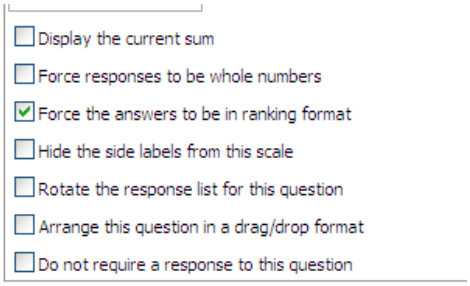
B4n. Ranking Grid

A Ranking Grid question type is similar to a Numeric Grid except that respondents are asked to rank attributes by providing a unique number from 1-n.



When utilizing this question type, the “force the answers to be in ranking format” is checked off by default.


Display the current sum
Force responses to be whole numbers
Force the answers to be in ranking format
Hide the side labels from this scale
Rotate the response list for this question
Arrange this question in a drag/drop format
Do not require a response to this question

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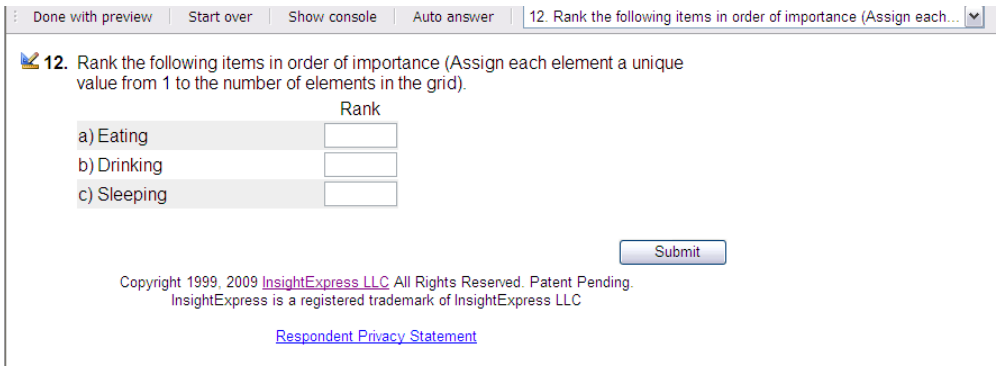
Below is an example of how a Ranking Grid question appears:


Done with preview
Start over
Show console
Auto answer
12. Rank the following items in order of importance (Assign each...
12. Rank the following items in order of importance (Assign each element a unique value from 1 to the number of elements in the grid).
Rank
a) Eating
b) Drinking
c) Sleeping
Submit
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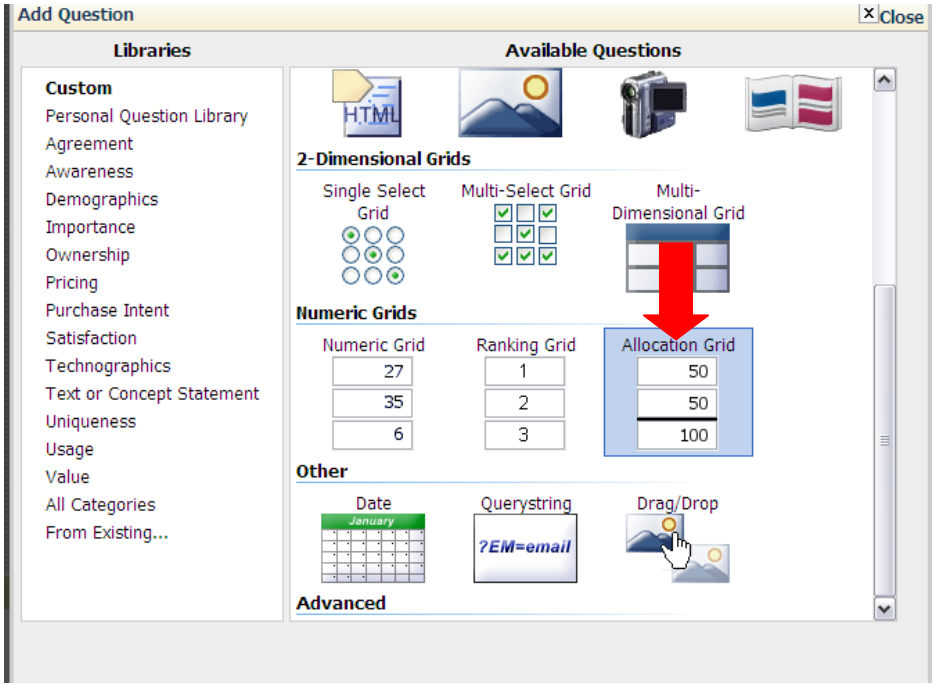
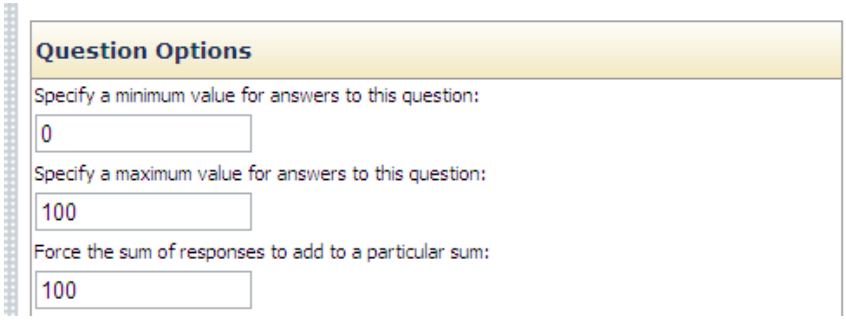
B4o. Allocation Grid

The Allocation Grid question is a numeric grid question in which several question options have default settings.



In the example below, the maximum value for answers to this question is 100 and the sum is forced to 100.


Question Options
Specify a minimum value for answers to this question:
0
Specify a maximum value for answers to this question:
100
Force the sum of responses to add to a particular sum:
100

The allocation question will appear as:

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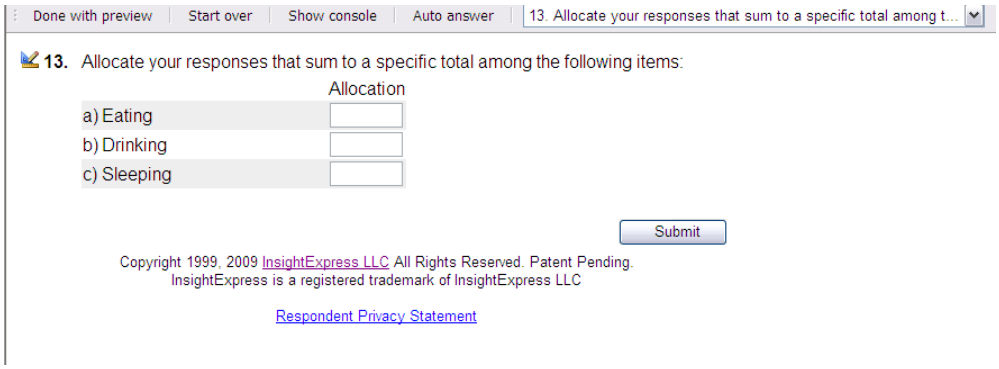
Done with preview
Start over
Show console
Auto answer
13. Allocate your responses that sum to a specific total among t...
13. Allocate your responses that sum to a specific total among the following items:
Allocation
a) Eating
b) Drinking
c) Sleeping
Submit
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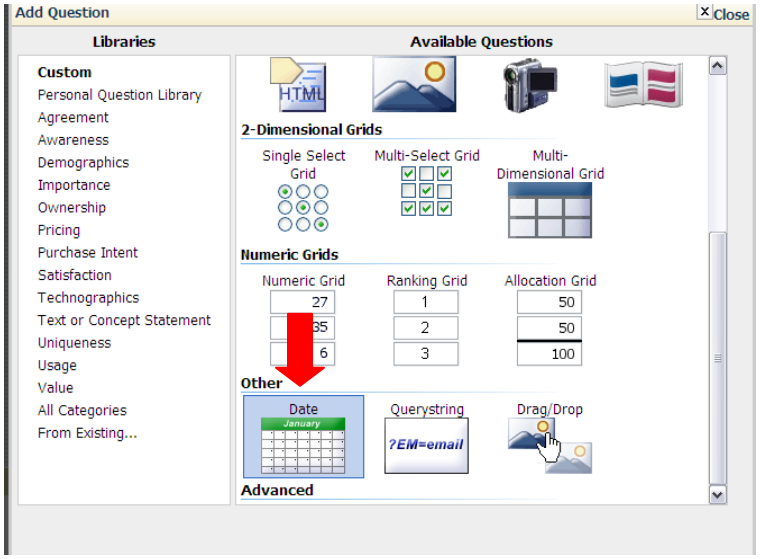
B4p. Date

The Date question simply allows you to ask a respondent for a date in the format of Day / Month / Year.



The question options for the Date question are:

- **Specify a minimum value for answers to this question** allows you to specify a minimum year that respondents can answer.
- **Specify a maximum value for answers to this question** allows you to specify a maximum year that respondents can answer.

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The Date question appears as:

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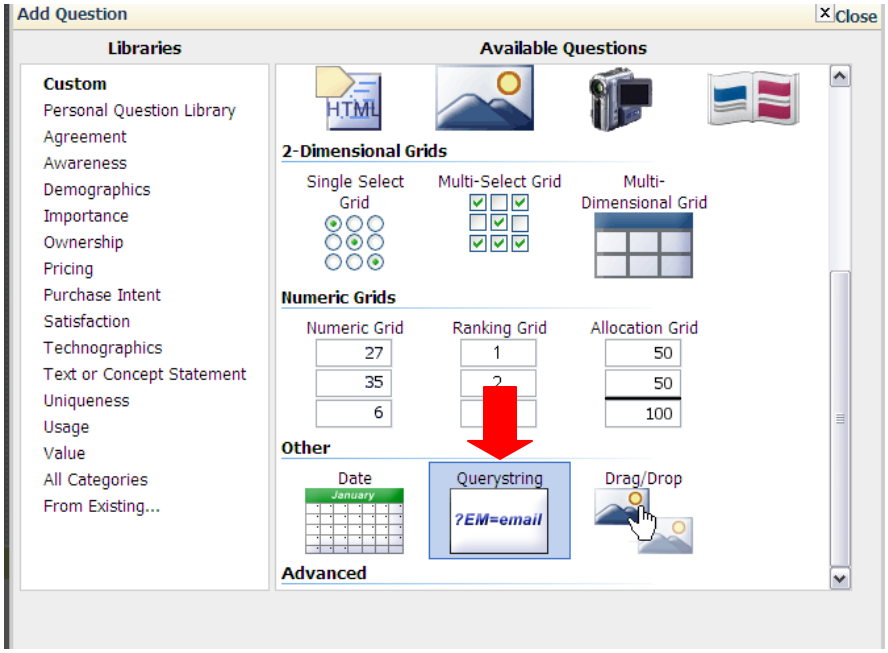
B4q. Query Strings



Query strings identify respondents without directly asking them to identify themselves. Query strings can capture a unique value to identify an individual respondent, or any other value to identify a group to which the respondent belongs.

Please refer to section B4q for additional information.

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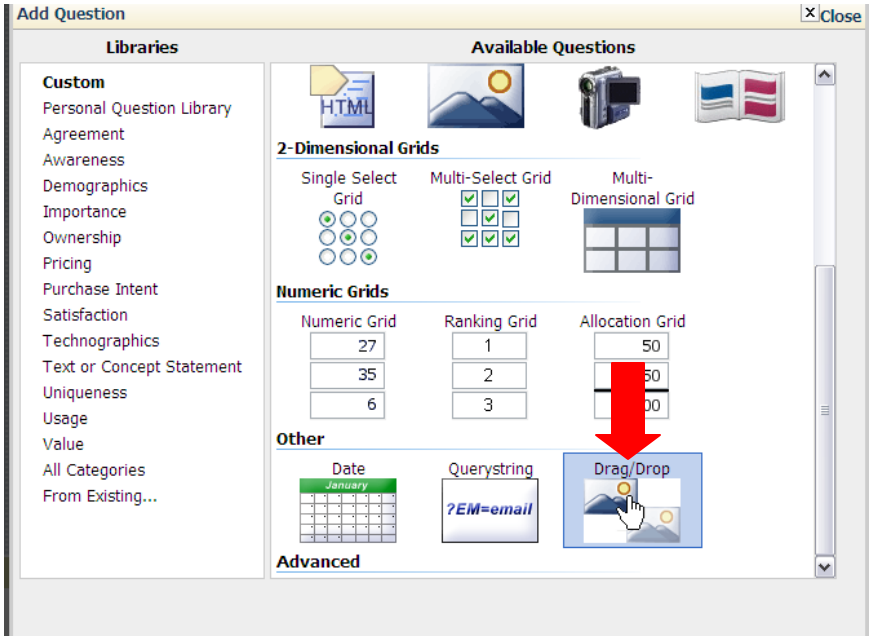
B4r. Drag/Drop

The Drag/Drop question allows respondents to use drag and drop technology to rank a series of items. To "drag and drop," a respondent clicks on an icon/image within a question and uses the mouse to drag it over to another area of the question.



To begin, name your column labels, which are the items that you are "dragging." Then name your responses, which are the items where the column labels will be "dropped."

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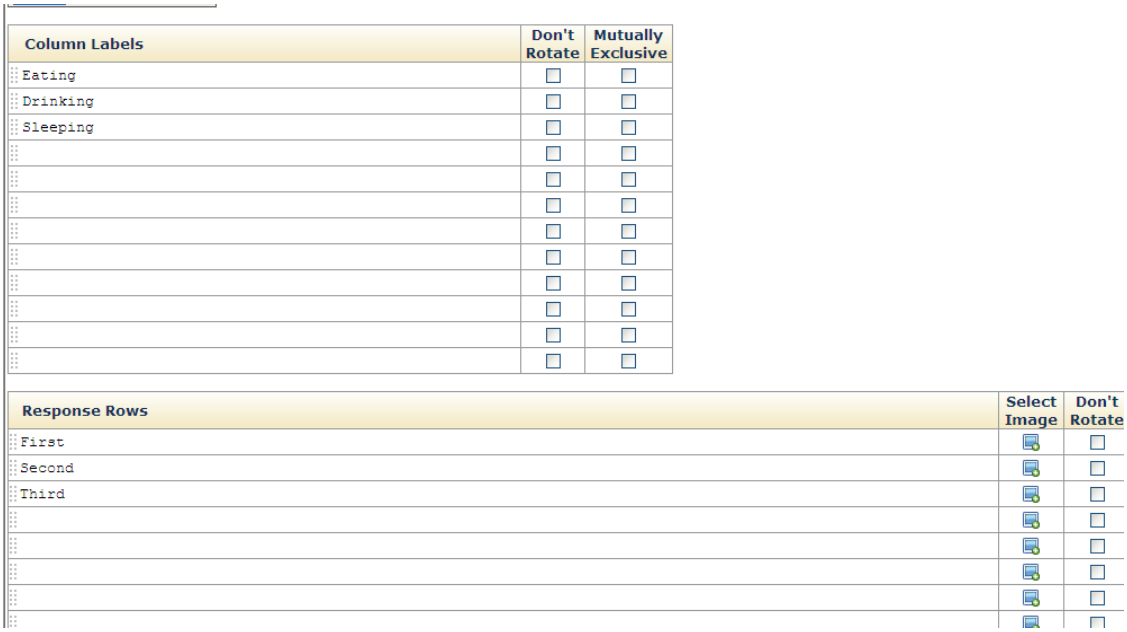

Column Labels	Don't Rotate	Mutually Exclusive
Eating	☐	☐
Drinking	☐	☐
Sleeping	☐	☐
	☐	☐
	☐	☐
	☐	☐
	☐	☐
	☐	☐
	☐	☐
	☐	☐
	☐	☐

Response Rows	Select Image	Don't Rotate
First		☐
Second		☐
Third		☐
		☐
		☐
		☐
		☐
		☐

You may also use the dragging feature to reorder the column and row labels.

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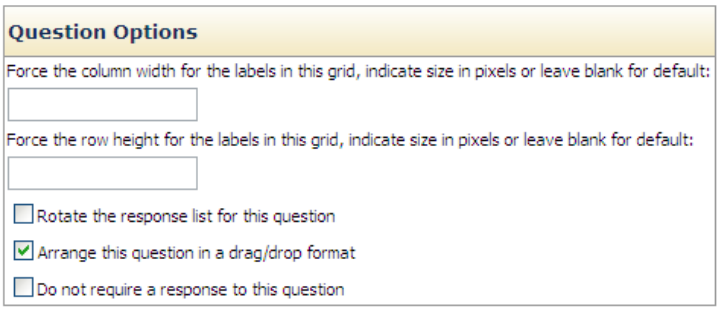
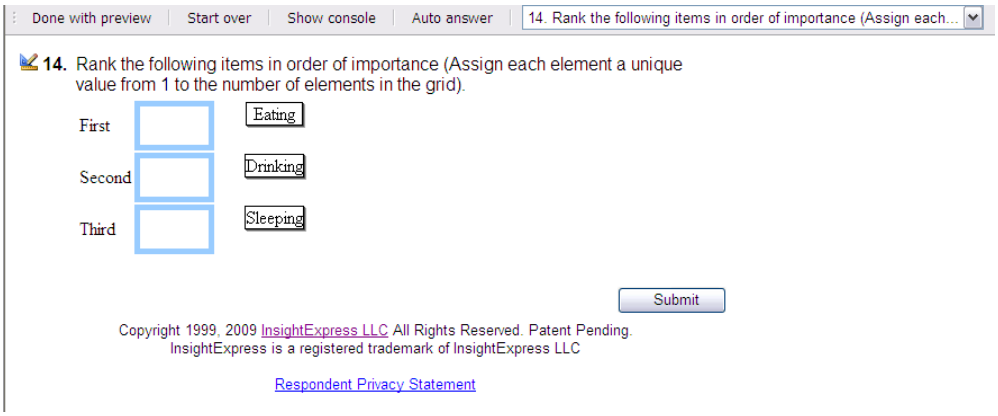
The question options for the Drag and Drop question type are:


Question Options
Force the column width for the labels in this grid, indicate size in pixels or leave blank for default:
Force the row height for the labels in this grid, indicate size in pixels or leave blank for default:
Rotate the response list for this question
Arrange this question in a drag/drop format
Do not require a response to this question

- **Force the column width for the labels in this grid, indicate size in pixels or leave blank for default** allows you to specify how wide the response list will appear.
- **Force the row height for the labels in this grid, indicate size in pixels or leave blank for default** allows you to specify the height for each response.
- **Rotate the response list for this question** allows you to rotate the response rows to which the column labels will be dragged.
- **Arrange this question in a drag/drop format** must be selected in order for the drag and drop technology to work properly.
- **Do not require a response to this question** allows you to make this question type optional.

The question will appear as follows:


Done with preview
Start over
Show console
Auto answer
14. Rank the following items in order of importance (Assign each...
14. Rank the following items in order of importance (Assign each element a unique value from 1 to the number of elements in the grid).
First
Second
Third
Eating
Drinking
Sleeping
Submit
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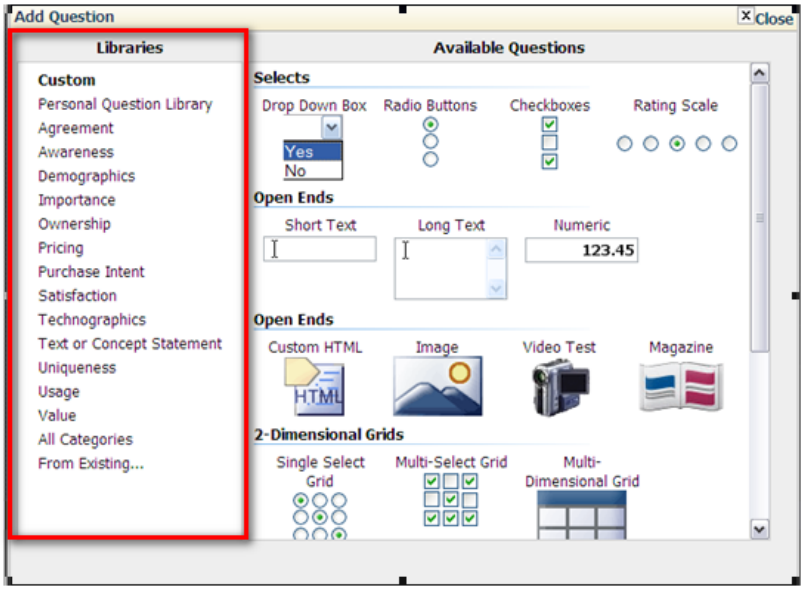
B4s. Other Question Libraries

There are other question formats available in our library database. These question types are offered in addition to the **Custom Library**, the default library that appears when adding a new question to your survey. Displayed on the left of the Custom Library questions are several other question libraries that may also be of interest.



Similar to the preformatted surveys that were discussed in section B3a, the questions and responses are already created. You simply must choose which questions you would like to use and then make modifications.

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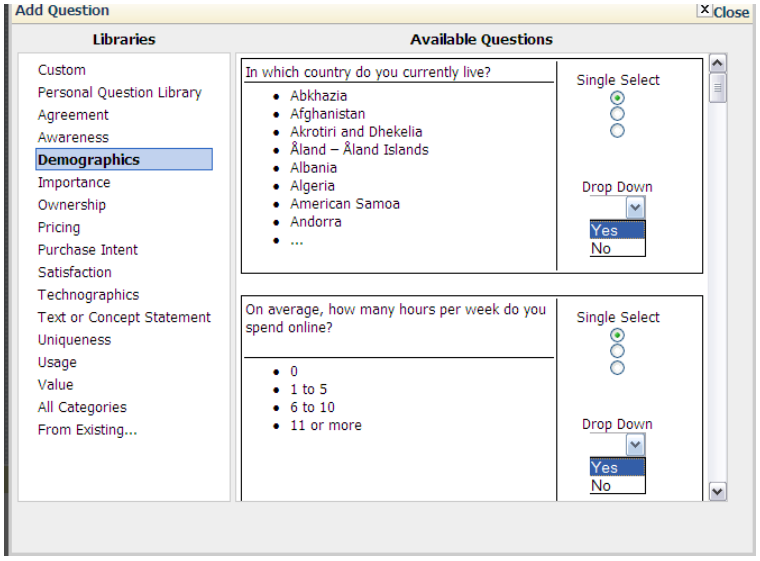
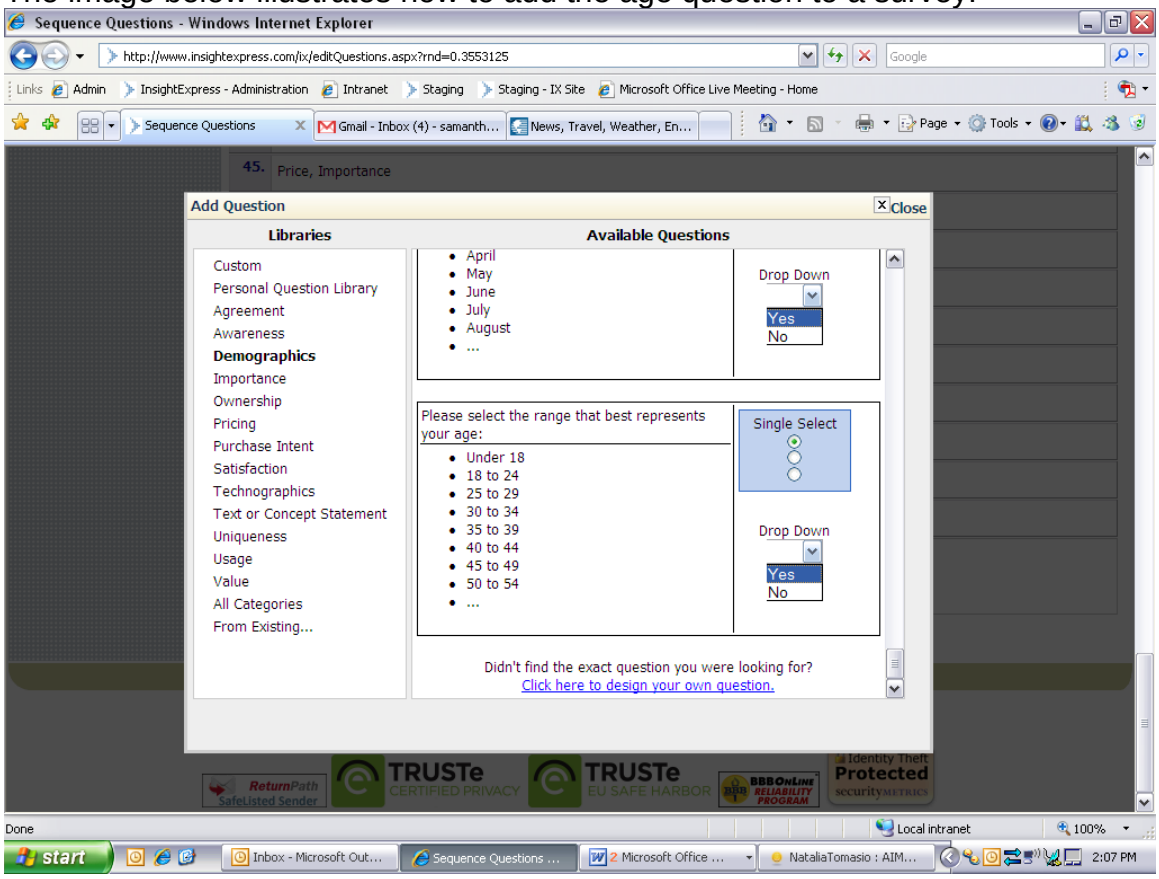
For example, the **Demographics Library** is selected below.



The library offers several demographic questions. You may also select the question type (for example a drop down or a radio button as shown above.)

The image below illustrates how to add the age question to a survey.



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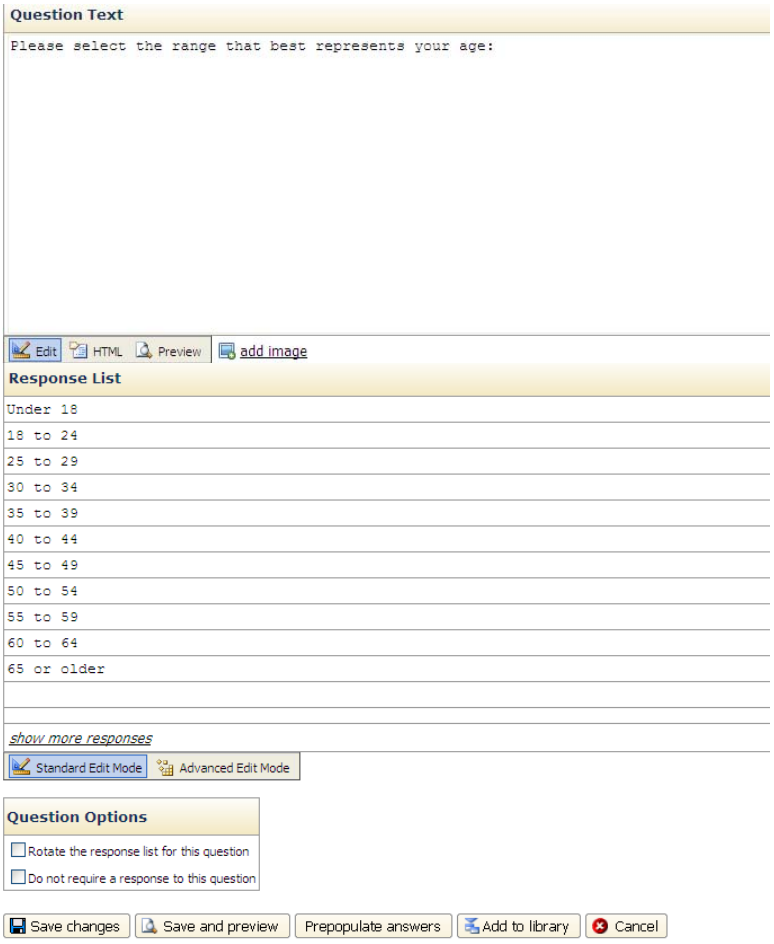
Once you select the question type, you may either modify it or save it to your survey.



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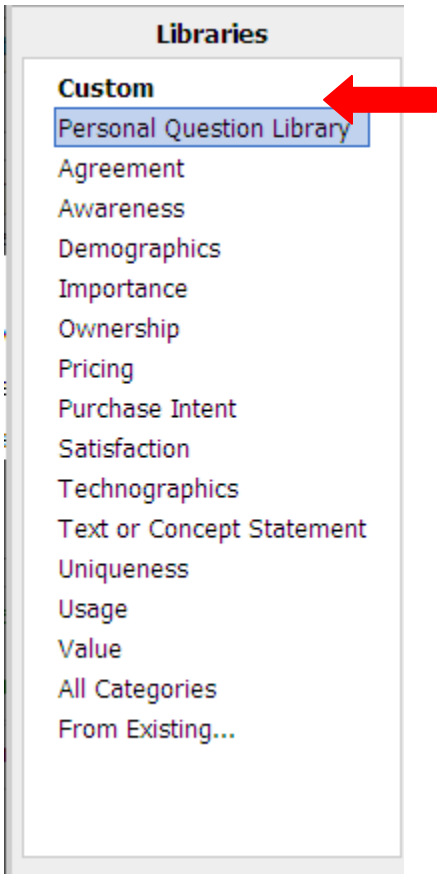
If you would like to save the question, click on “Add to library” and it will be archived in the “Personal Question Library.”



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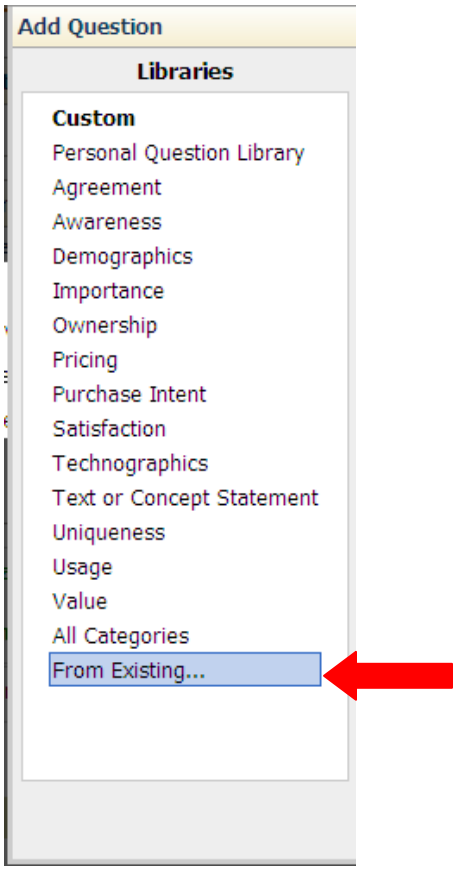
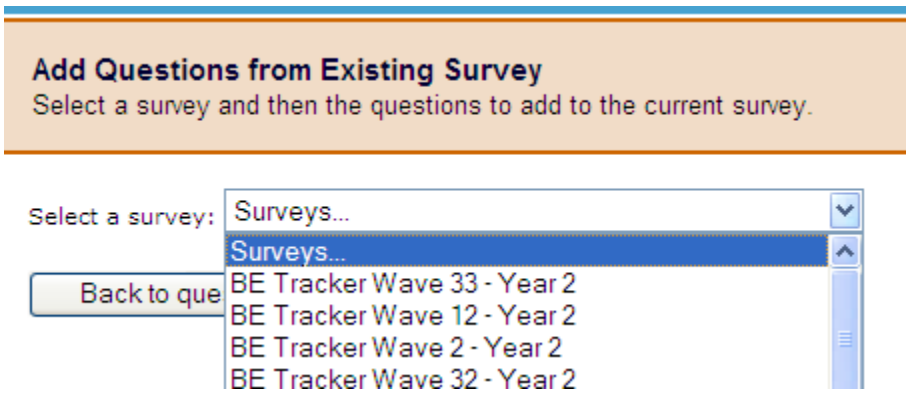
By choosing **From Existing** from the menu you may add questions from a survey that is already running or completed.



This option allows you to copy question(s) from a live survey into your current survey.

To begin, choose the running or completed survey:


Add Questions from Existing Survey
Select a survey and then the questions to add to the current survey.
Select a survey:
Surveys...
Surveys...
Back to que
BE Tracker Wave 33 - Year 2
BE Tracker Wave 12 - Year 2
BE Tracker Wave 2 - Year 2
BE Tracker Wave 32 - Year 2

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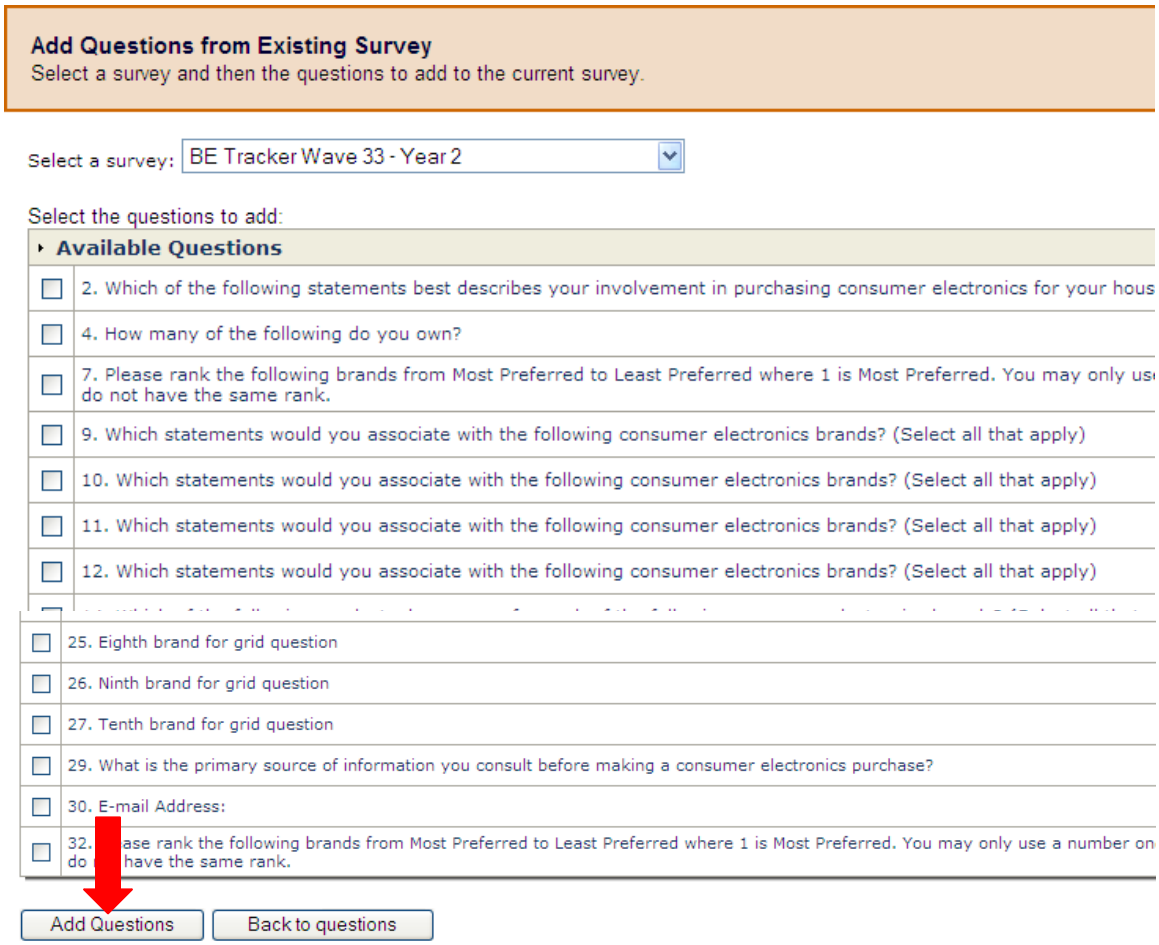
Next, select which questions you'd like to add and then click "Add Questions":


Add Questions from Existing Survey
Select a survey and then the questions to add to the current survey.
Select a survey: BE Tracker Wave 33 - Year 2
Select the questions to add:
Available Questions
2. Which of the following statements best describes your involvement in purchasing consumer electronics for your hous
4. How many of the following do you own?
7. Please rank the following brands from Most Preferred to Least Preferred where 1 is Most Preferred. You may only us
do not have the same rank.
9. Which statements would you associate with the following consumer electronics brands? (Select all that apply)
10. Which statements would you associate with the following consumer electronics brands? (Select all that apply)
11. Which statements would you associate with the following consumer electronics brands? (Select all that apply)
12. Which statements would you associate with the following consumer electronics brands? (Select all that apply)
25. Eighth brand for grid question
26. Ninth brand for grid question
27. Tenth brand for grid question
29. What is the primary source of information you consult before making a consumer electronics purchase?
30. E-mail Address:
32. ase rank the following brands from Most Preferred to Least Preferred where 1 is Most Preferred. You may only use a number on
do have the same rank.
Add Questions
Back to questions

You'll then be brought back to the Sequence Questions page where you may add or edit your questions.

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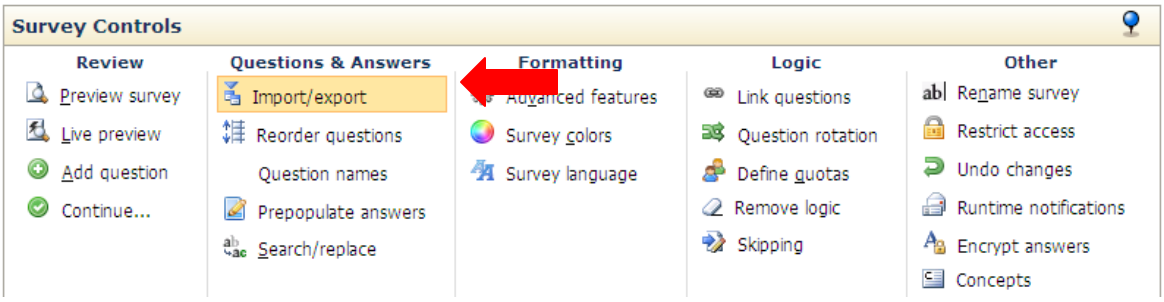
B5. Question Import/Export

This feature allows you to export a survey into a text file for modification while offline. Your updated version can then be imported back into the survey using the import feature.

To export a survey into a text file, click on the **Import/export** link in the **Survey Controls** box.



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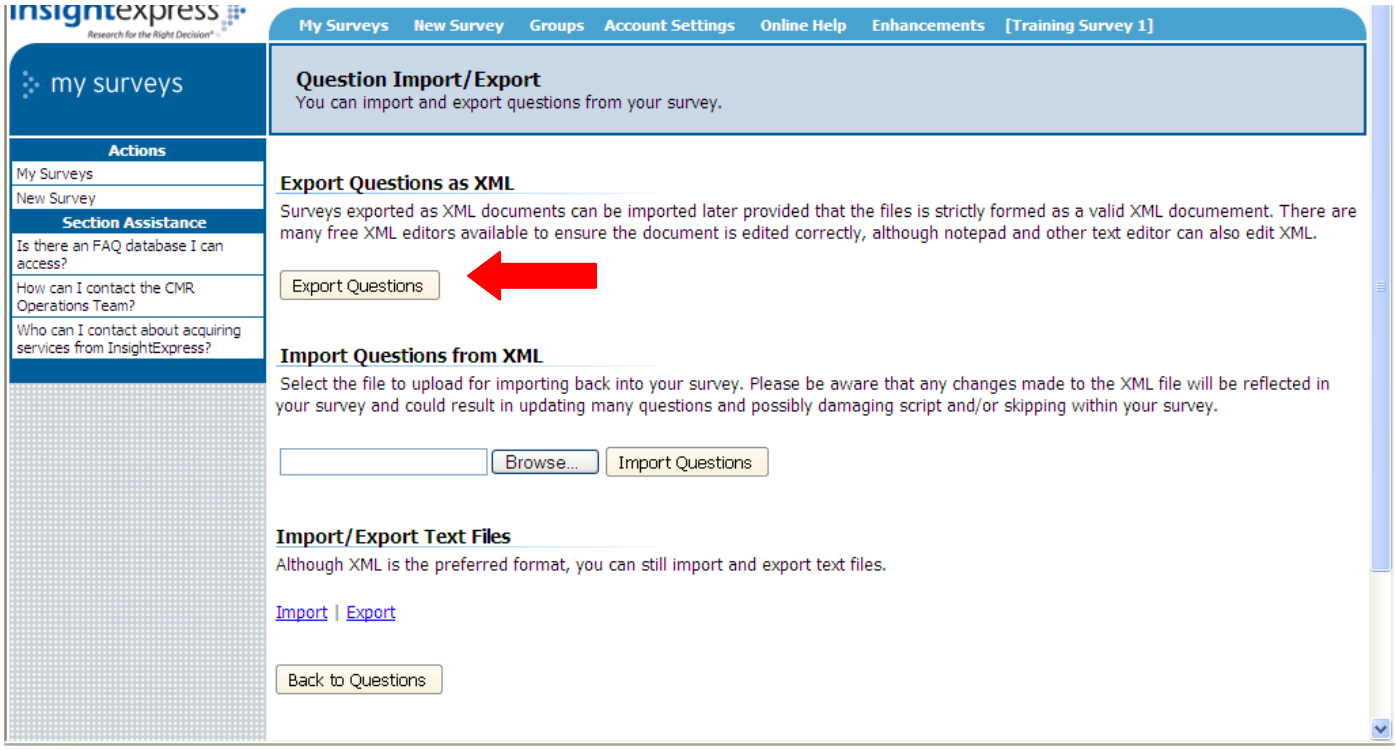
You will be asked to either **Import questions from a text or XML file** or **Export questions to a text or XML file**.

B5a. Export Questions as XML

By selecting the option to Export Questions as XML, you may export your survey (not just a question) to an XML file.


insightexpress
Research for the Right Decision
My Surveys
New Survey
Groups
Account Settings
Online Help
Enhancements
[Training Survey 1]
my surveys
Question Import/Export
You can import and export questions from your survey.
Actions
My Surveys
New Survey
Section Assistance
Is there an FAQ database I can access?
How can I contact the CMR Operations Team?
Who can I contact about acquiring services from InsightExpress?
Export Questions as XML
Surveys exported as XML documents can be imported later provided that the files is strictly formed as a valid XML documement. There are many free XML editors available to ensure the document is edited correctly, although notepad and other text editor can also edit XML.
Export Questions
Import Questions from XML
Select the file to upload for importing back into your survey. Please be aware that any changes made to the XML file will be reflected in your survey and could result in updating many questions and possibly damaging script and/or skipping within your survey.
Browse...
Import Questions
Import/Export Text Files
Although XML is the preferred format, you can still import and export text files.
Import | Export
Back to Questions

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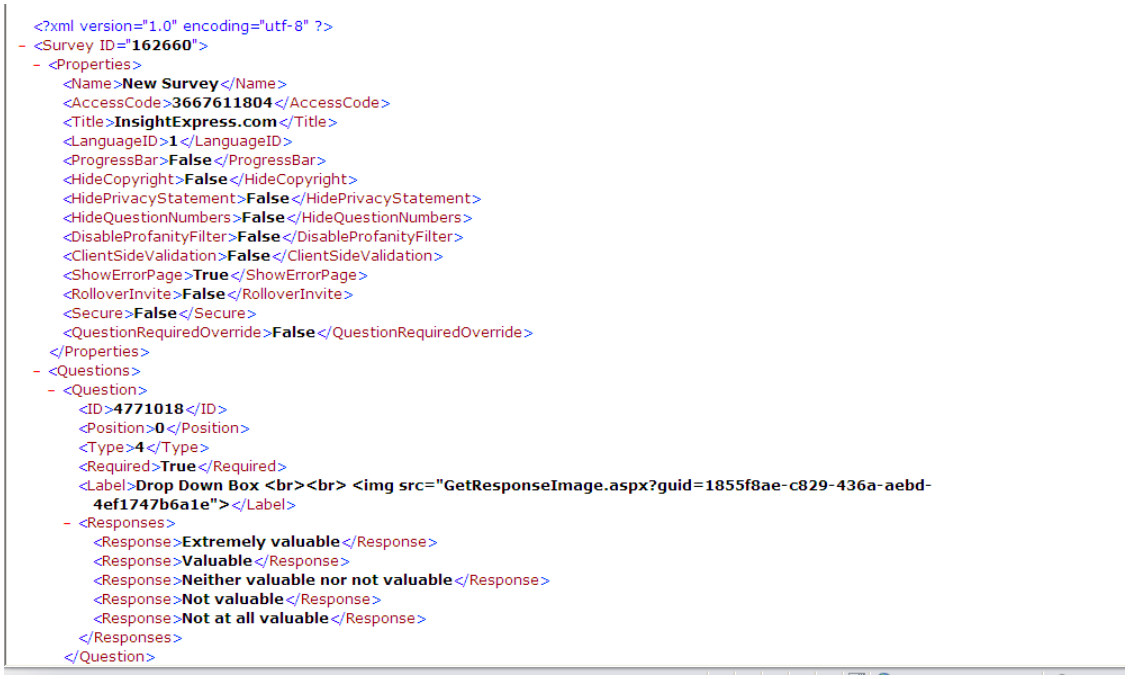
The exported survey will open up in a browser and appear as follows:



```
<?xml version="1.0" encoding="utf-8" ?>
- <Survey ID="162660">
  - <Properties>
      <Name>New Survey</Name>
      <AccessCode>3667611804</AccessCode>
      <Title>InsightExpress.com</Title>
      <LanguageID>1</LanguageID>
      <ProgressBar>False</ProgressBar>
      <HideCopyright>False</HideCopyright>
      <HidePrivacyStatement>False</HidePrivacyStatement>
      <HideQuestionNumbers>False</HideQuestionNumbers>
      <DisableProfanityFilter>False</DisableProfanityFilter>
      <ClientSideValidation>False</ClientSideValidation>
      <ShowErrorPage>True</ShowErrorPage>
      <RolloverInvite>False</RolloverInvite>
      <Secure>False</Secure>
      <QuestionRequiredOverride>False</QuestionRequiredOverride>
    </Properties>
  - <Questions>
    - <Question>
        <ID>4771018</ID>
        <Position>0</Position>
        <Type>4</Type>
        <Required>True</Required>
        <Label>Drop Down Box <br><br> <img src="GetResponseImage.aspx?guid=1855f8ae-c829-436a-aebd-
          4ef1747b6a1e"></Label>
      - <Responses>
          <Response>Extremely valuable</Response>
          <Response>Valuable</Response>
          <Response>Neither valuable nor not valuable</Response>
          <Response>Not valuable</Response>
          <Response>Not at all valuable</Response>
        </Responses>
      </Question>
```

The beginning of the document outlines survey properties. This section is followed by the questions and response choices. Updates can be made within the **bolded black text** (except for the question ID number). Question type values (the values that identify the question type) can be found under *Question Type Examples for Importing and Exporting* (later in this section).

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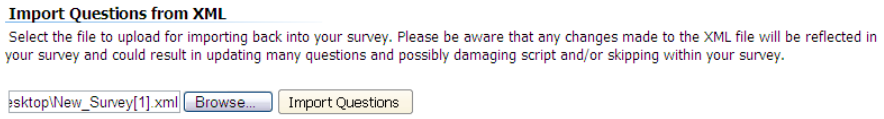
B5b. Import Questions from XML

After edits have been made to the XML file, please save the file to your computer. To merge these edits, return to the Import/Export section of your survey, select the **Browse** button on the screen, choose the new survey file and click **Import Questions**.


Import Questions from XML
Select the file to upload for importing back into your survey. Please be aware that any changes made to the XML file will be reflected in your survey and could result in updating many questions and possibly damaging script and/or skipping within your survey.
esktop\New_Survey[1].xml
Browse...
Import Questions

Once you have imported your revised questions, you will receive the following notification:

Your edited questions will appear on the Sequence Questions Page. They may be modified as if they were created within the online survey tool.

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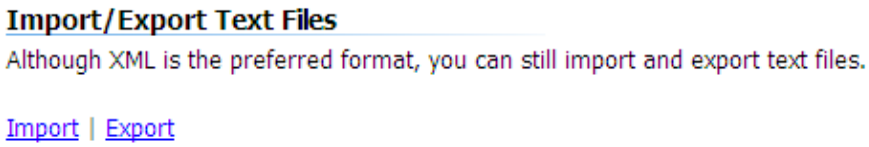
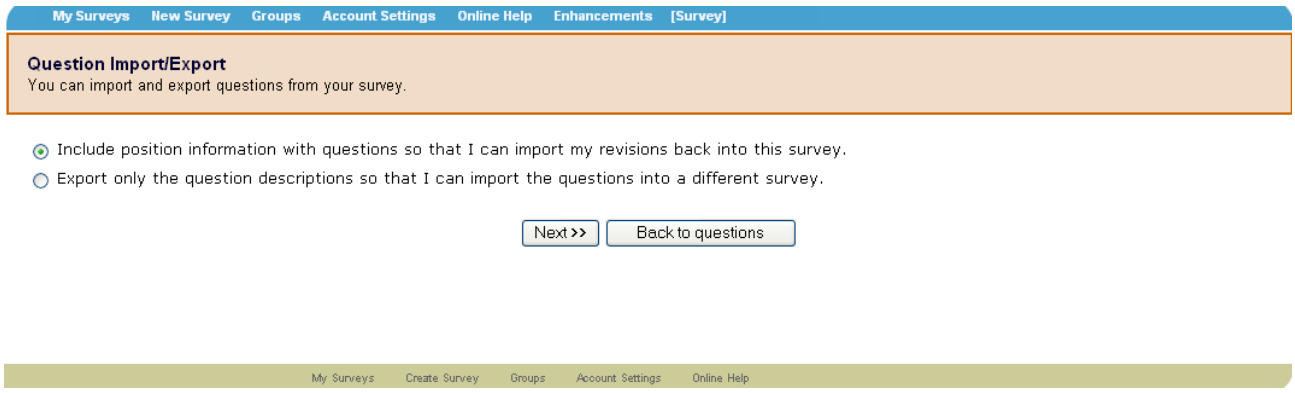
B5c. Import/Export Text Files



To export your survey as a text file, click on the Export option. The next screen will present two exporting choices.

Depending on your intent, you may select either:

- **Include position information with questions so that you can import my revisions back into this survey** (most ideal), or
- **Export only the question descriptions so that you can import the questions into a different survey**.



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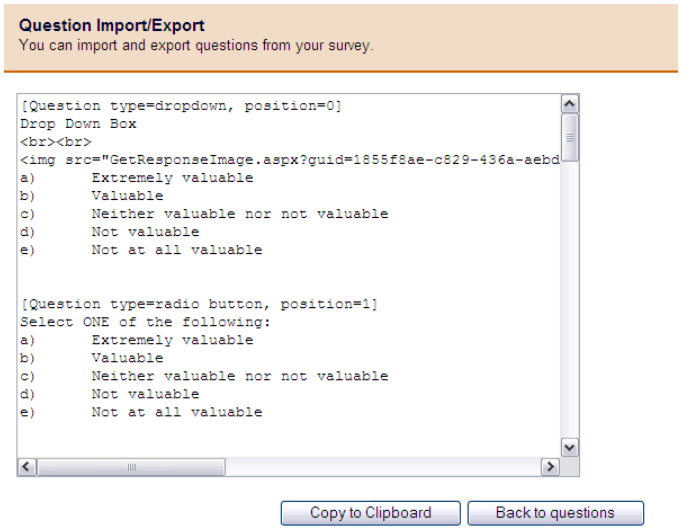
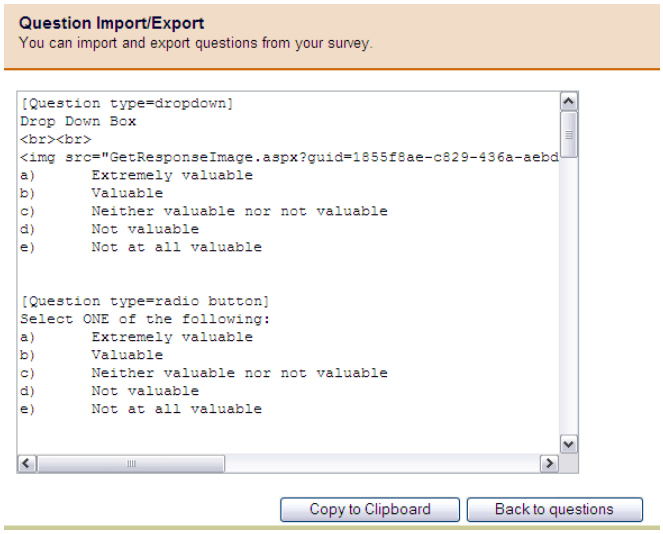
If you select **include position information**, the survey will appear in a box as shown below, with the appropriate coding noted for each question type.



If you select **export only the question descriptions**, the survey will appear as shown below, but without the position information for the questions. Therefore, the system will put them in the order that they are listed, instead of the position in which you would like them to appear.



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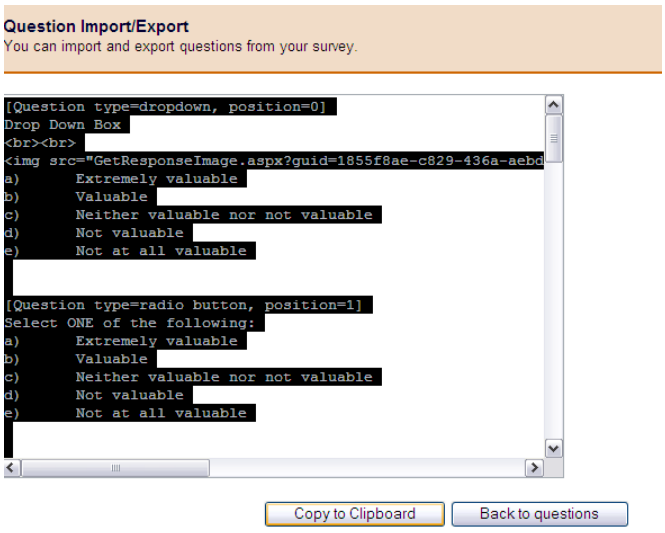
To copy and paste the survey, click **Copy to Clipboard** and the entire survey will appear highlighted. Then you can toggle to a note pad (.txt file) or other text document and perform a paste operation (to do this, press the Control and V keys at the same time). The text document can then be modified as desired.



Once the new survey has been pasted into a text file, click on the **Back to questions** button to return to the survey and continue. At this point you may preview, edit or even launch your survey.

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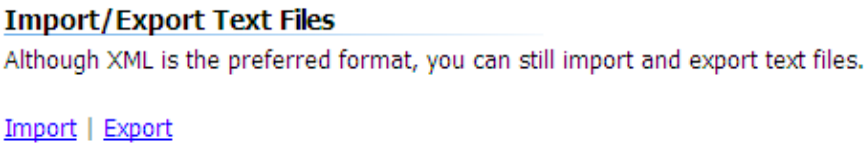
B5d. Import Text Files

To import the modified survey from a text document, click on the **Question Import/Export** link in the **Survey Controls** box and then **Import**.



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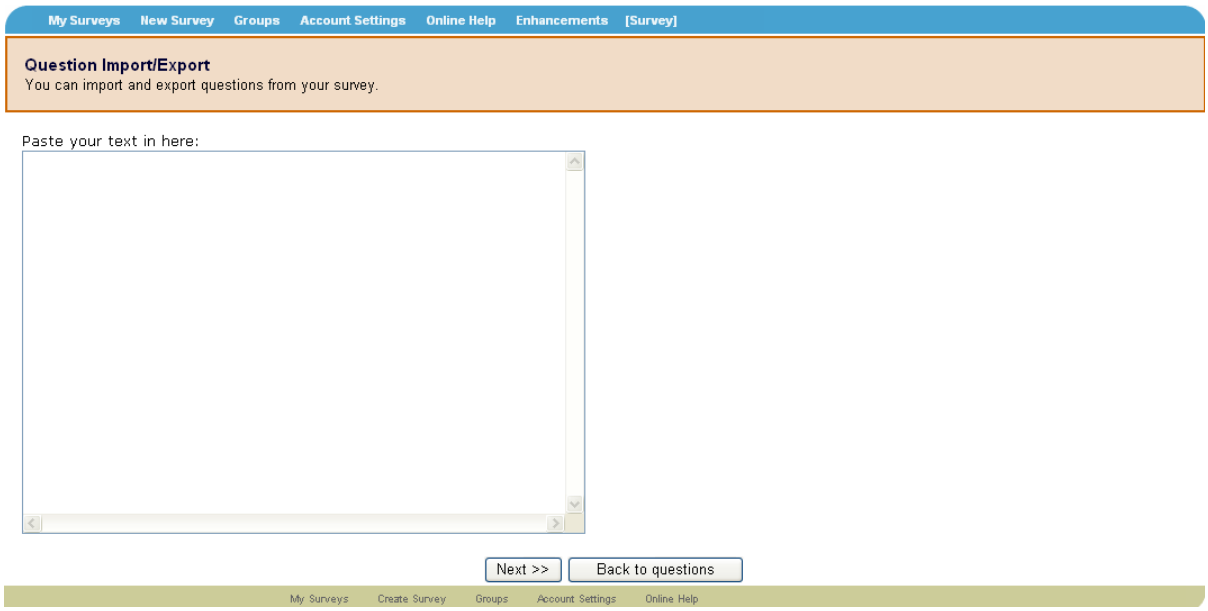
You will be presented with an open field where you may paste the InsightExpress formatted text file.

Please note: When importing a survey into your account, specific formatting is required to determine the question type, question number, number of answer choices, etc. For the specific formatting question type examples, please see *Question Type Examples for Importing and Exporting* (later in this section).



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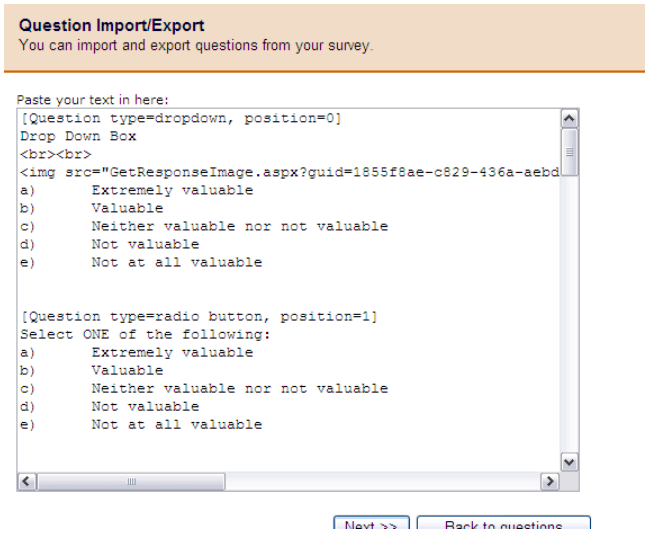
After you paste the text document in the box, click the **Next** button.



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A preview of the survey will appear. Select the **Next** button at the bottom of the page.

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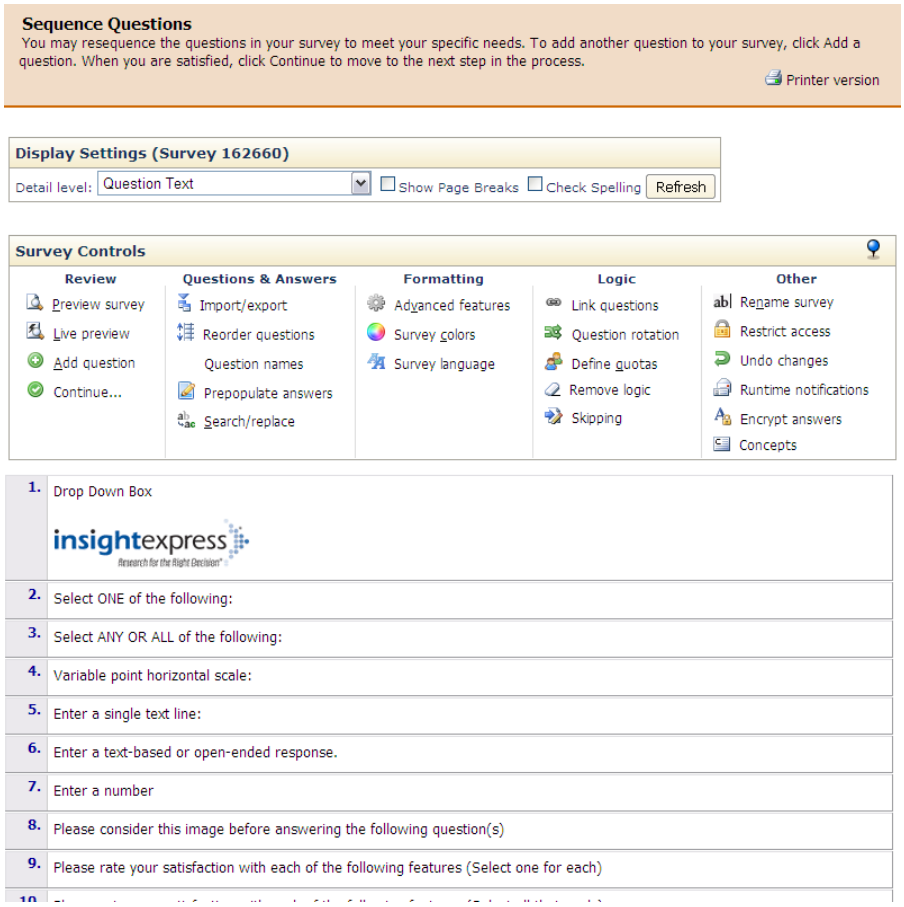
Now the import is complete and the survey can be edited within the survey platform.



Please note: By default, all imported questions will be set as optional.

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B5e. Question Type Examples for Importing and Exporting:

[Question type=dropdown, position=0]
Drop down single select question type
a) Extremely valuable
b) Valuable
c) Neither valuable nor not valuable
d) Not valuable
e) Not at all valuable

[Question type=radio button, position=1]
Vertical radio button question type
a) Extremely valuable
b) Valuable
c) Neither valuable nor not valuable
d) Not valuable
e) Not at all valuable

[Question type=checkbox, min=1, max=5, rotate, position=2]
Multiple Response question type
a) Red
b) Blue
c) Green
d) Purple
e) Orange
f) Violet
g) Other`<anchor><specify>
h) None of the above<anchor><mutuallyexclusive>

[Question type=long text box, position=3]
Large text box open-ended question type

[Question type=short text box, position=4]
Single text box open-ended question type

[Question type=numeric, int, min=1, max=100, position=5]
Numeric open-end question type

[Question type=horizontal rating, position=6]
Horizontal radio button question type
a) Extremely Satisfied
b) Extremely Dissatisfied

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[Question type=image, optional, position=7]
Image question type

[Question type=rating grid, optional, rotate, gridrequired, position=8]
Basic Grid Matrix question type
[Columns]
a) Very Satisfied
j) Very Dissatisfied

[Rows]
a) Ease of Use
b) Technology
c) Interface
d) Speed

[Question type=rank, rank, rotate, nominmax, noint, position=9]
Rank Order question type
[Columns]
a) Rank

[Rows]
a) Eating
b) Drinking
c) Sleeping

[Question type=allocation, min=0, max=100, sum=100, showsum, int, rotate, position=10]
Allocation question type

[Columns]
a) Allocation

[Rows]
a) Eating
b) Drinking
c) Sleeping

[Question type=date, position=11]
Enter a date (Day/Month/Year):

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[Question type=statement, gridlabel=true, rowCount=3, columnCount=2, rowLabels={Attribute 1, Attribute 2, Attribute 3}, columnLabels={A, B}, arrangement=columns, position=12]
Multidimensional Grid question type

[Question type=dropdown, optional, position=13]
Attribute 1, A
a) Yes
b) No

[Question type=dropdown, optional, position=14]
Attribute 1, B
a) Yes
b) No

[Question type=dropdown, optional, position=15]
Attribute 2, A
a) Yes
b) No

[Question type=dropdown, optional, position=16]
Attribute 2, B
a) Yes
b) No

[Question type=dropdown, optional, position=17]
Attribute 3, A
a) Yes
b) No

[Question type=dropdown, optional, position=18]
Attribute 3, B
a) Yes
b) No

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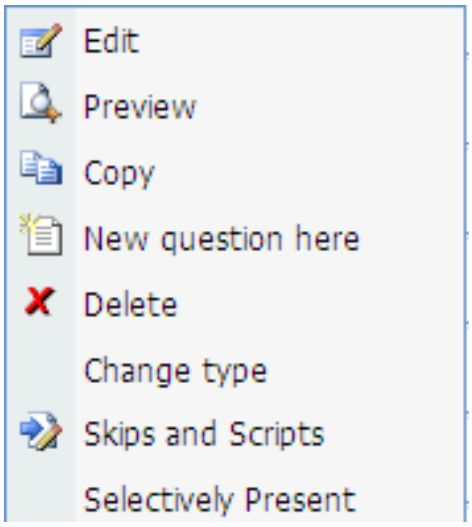
B6. Question Menu Options

After you add questions to your survey, the following options are available to help make further edits and modifications. You may access this menu by left-clicking any question in your survey.



Edit allows you to return to your question's edit mode.
Preview allows you to preview the question to confirm no further changes are necessary.
Copy allows you to copy the question if you decide to use the same question format with slight modifications.
New question here allows you to insert a question prior to the question you have clicked/selected, instead of adding it at the bottom of the Sequence Questions page.
Delete allows you to delete a question.

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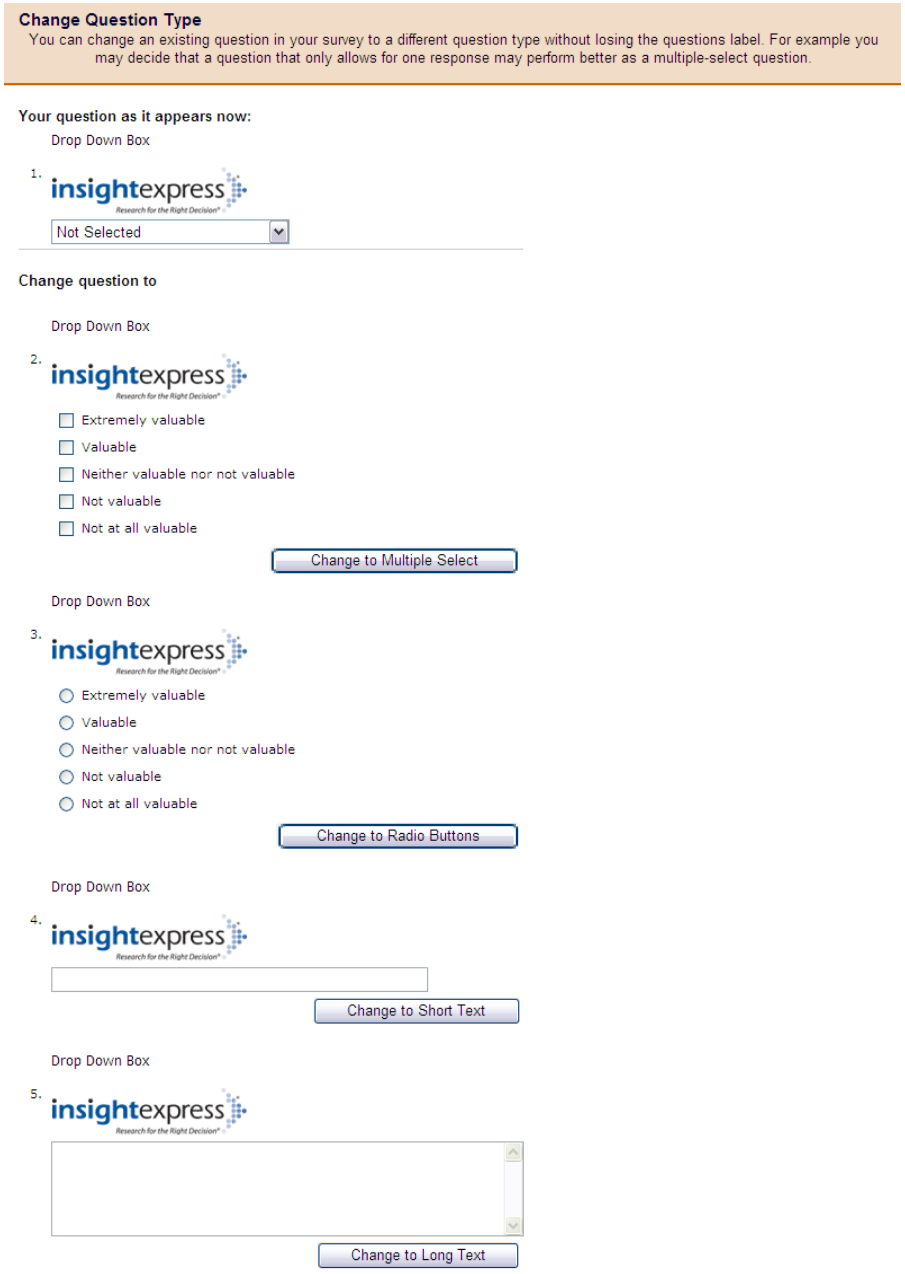
Change type allows you to change the question type to either a Single Select (Radio Button or Drop Down), Multi-Select or Open-ended question.



Skips and Scripts allow you to add skipping logic based on how a respondent answers the question. For more information, please refer to section B16.
Selectively Present allows you to show a question based on how a respondent answers a previous question. For more information, please refer to section B16b.

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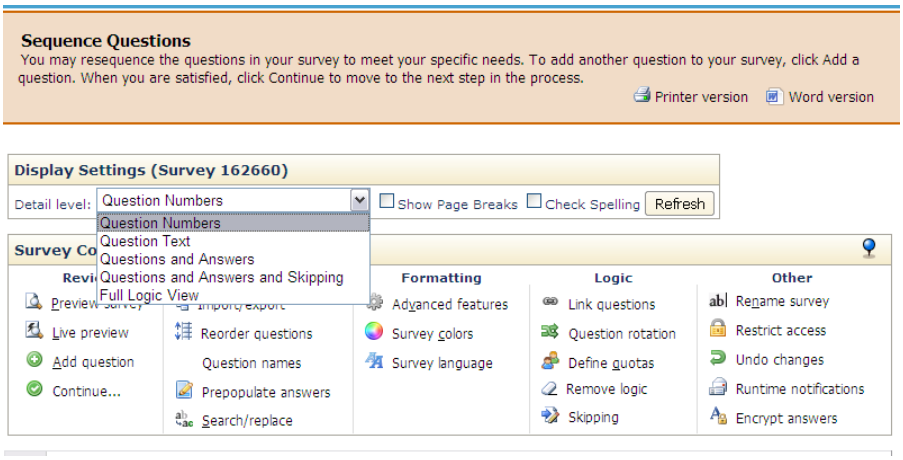
B7. Display Settings

Detail Levels

Your survey may be viewed on the Sequence Questions page in different levels of detail. (The length of your survey and the number of images may impact the load time.)



Detail level options:
Question Numbers only show the question numbers and the first line of the question label. This option will not show any question label formatting.
Question Text shows only the question labels and numbers, including formatting and any images within the question label.
Questions and Answers shows only the question labels, numbers and answers.
Questions and Answers and Skipping show just the question labels, answer options and any skipping (including selectively present and scripts).
Full Logic View shows everything in the survey including question labels, answer choices, skipping, response/question options (such as min/max values, specify boxes, rotation, mutually exclusive responses), page breaks and question types.

You may also have the option to show the **page breaks** within the survey (located to the right of Detail Level), even if you are only showing just the question numbers at the survey details level.

Check Spelling will check the spelling throughout your survey. Simply select this option and clicking on the Refresh button.

If at any time if you would like to refresh the page of the Sequence Questions, please click Refresh.

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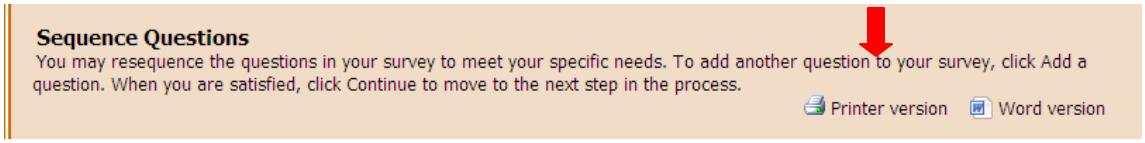
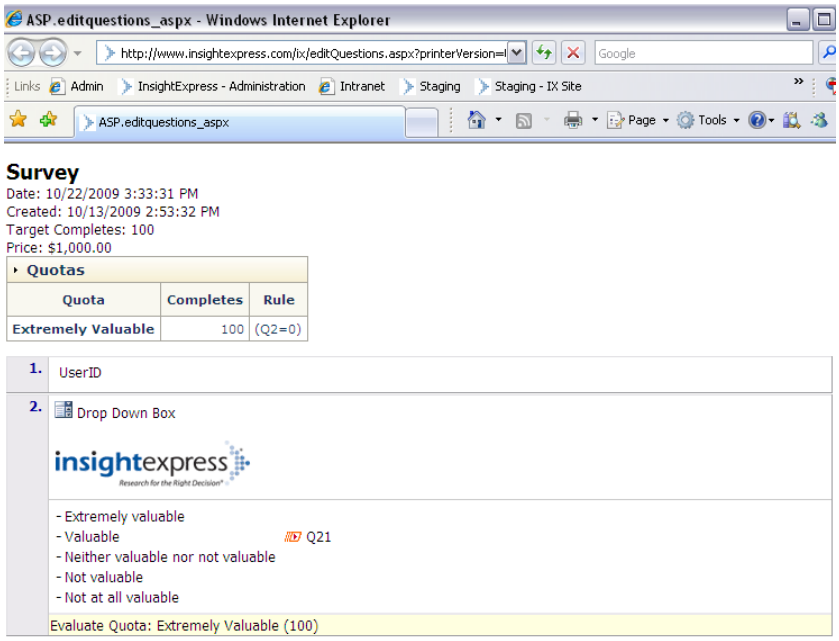
B8. Printer Version

The Printer Version is the online version of your survey. It appears as the Full Logic View, showing all questions, answer choices, skipping logic, question attributes, etc. It also contains information such as survey name, survey create date, target completes and the price of the survey.

To access the Printer Version, click on the **Printer Version** link at the top of the Sequence Questions page (it is located in the red box prior to the Display Settings).


Sequence Questions
You may resequence the questions in your survey to meet your specific needs. To add another question to your survey, click Add a question. When you are satisfied, click Continue to move to the next step in the process.
Printer version
Word version

The printer version will open in a new window. From there, you may save it to your computer to send to a colleague or a client.



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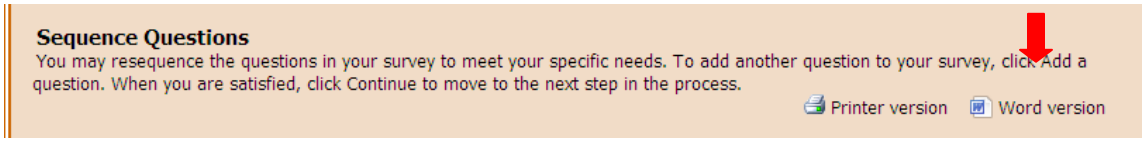
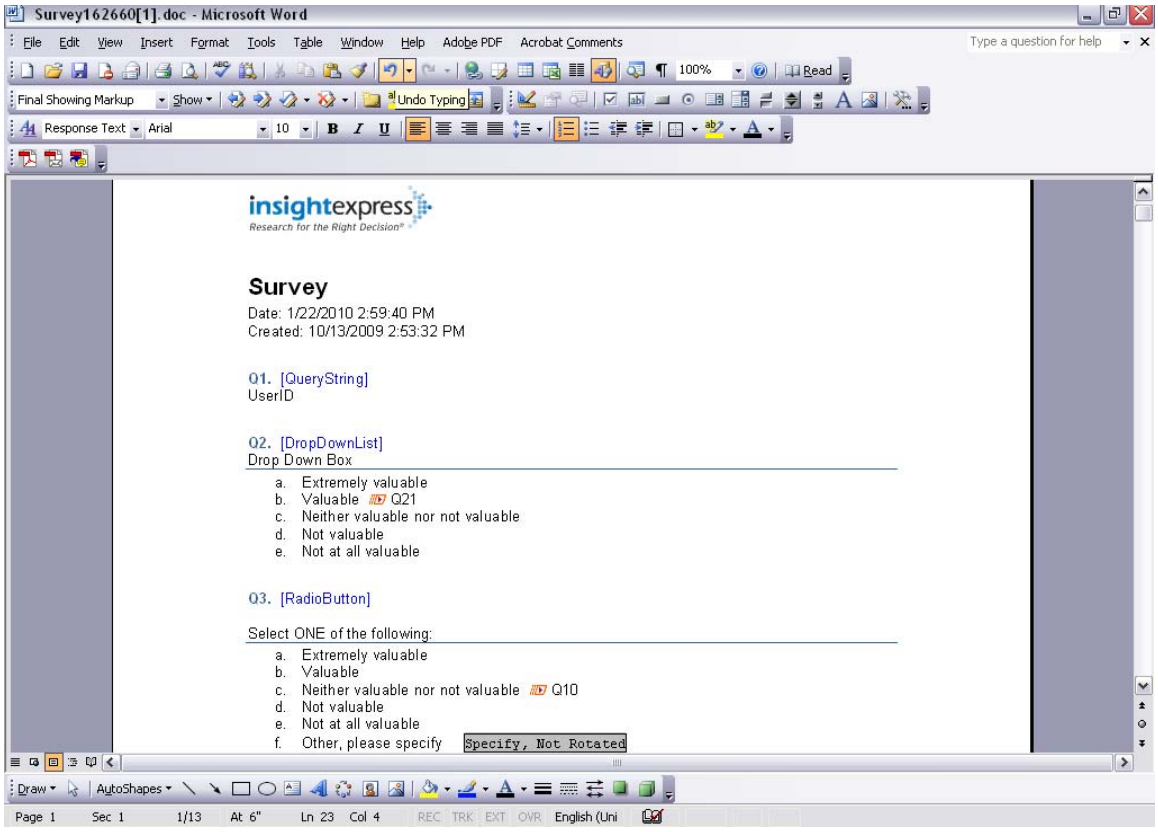
Word Version

The Word Version exports your online survey to a Word Document. Similar to the Printer Version, you will see each question, the question type, skips or scripts, question rotation and other attributes.

To access the Word Version, click on the **Word Version** link at the top of the Sequence Questions page (it is located next to the Printer Version option).


Sequence Questions
You may resequence the questions in your survey to meet your specific needs. To add another question to your survey, click Add a question. When you are satisfied, click Continue to move to the next step in the process.
Printer version
Word version

When you select Word Version you will be prompted to open the file or save it. It will appear as:



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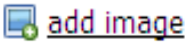
B9. Upload Images

Images may be uploaded into your survey in several places. You may upload images into the following areas:

- Question text
- Response list
- Concept question type (where you can upload multiple images)
- Header/footer of the survey

In general, to upload an image simply click on the **add image** icon or link 

.

The icon will be present for response lists and all other places where an image can be uploaded. You will be prompted to browse the files on your computer to find and insert the desired picture.

Please remember that all images must meet the following specifications:

- Jpeg or gif file format
- Less than 300 KB in file size
- Dimensions: no more than 600 pixels in width (or height as well, if possible)
- DPI resolution may vary, as long as the previous stipulations are met

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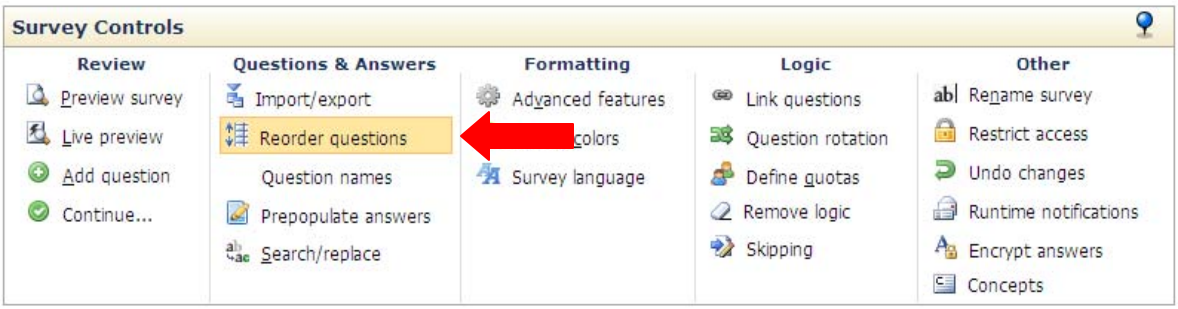
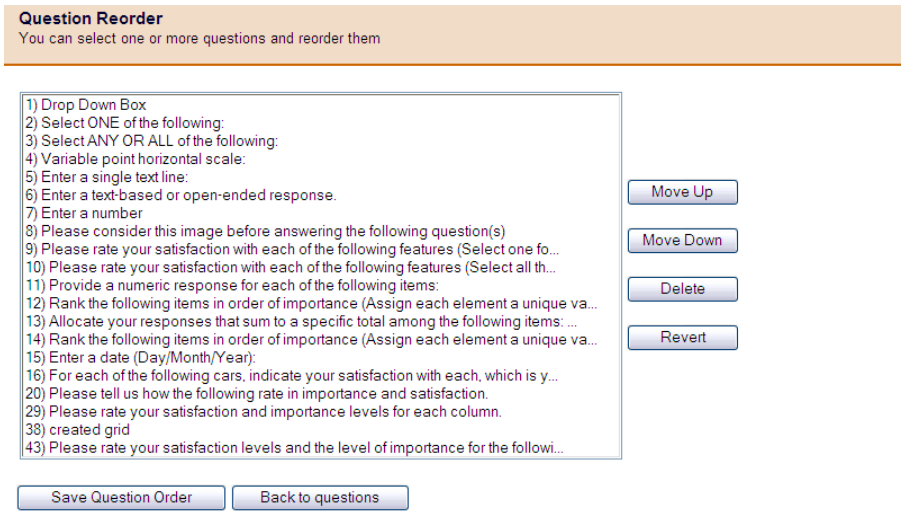
B10. Reorder Questions

You may move one or more questions throughout the survey, and reorder them at one time.



You can also delete several questions at a time. Select the question(s) you would like to move or delete and select the appropriate option to the right of the question box. The **Revert** button will undo the last round of changes made.


Question Reorder
You can select one or more questions and reorder them
1) Drop Down Box
2) Select ONE of the following:
3) Select ANY OR ALL of the following:
4) Variable point horizontal scale:
5) Enter a single text line:
6) Enter a text-based or open-ended response.
7) Enter a number
8) Please consider this image before answering the following question(s)
9) Please rate your satisfaction with each of the following features (Select one fo...
10) Please rate your satisfaction with each of the following features (Select all th...
11) Provide a numeric response for each of the following items:
12) Rank the following items in order of importance (Assign each element a unique va...
13) Allocate your responses that sum to a specific total among the following items: ...
14) Rank the following items in order of importance (Assign each element a unique va...
15) Enter a date (Day/Month/Year):
16) For each of the following cars, indicate your satisfaction with each, which is y...
20) Please tell us how the following rate in importance and satisfaction.
29) Please rate your satisfaction and importance levels for each column.
38) created grid
43) Please rate your satisfaction levels and the level of importance for the followi...
Move Up
Move Down
Delete
Revert
Save Question Order
Back to questions

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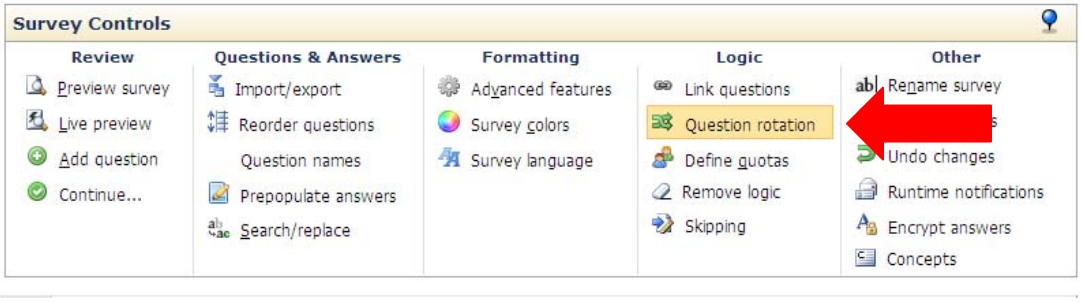
B11. Question Rotation

Question Rotation allows you to rotate the presentation of a question or a series of questions to prevent respondents from seeing the same question first every time.

For example, you may wish to show 3 concepts and ask if respondents would be interested in purchasing them. By setting **Question Rotation**, respondents will not always see Concept 1 first, reducing the potential for bias.



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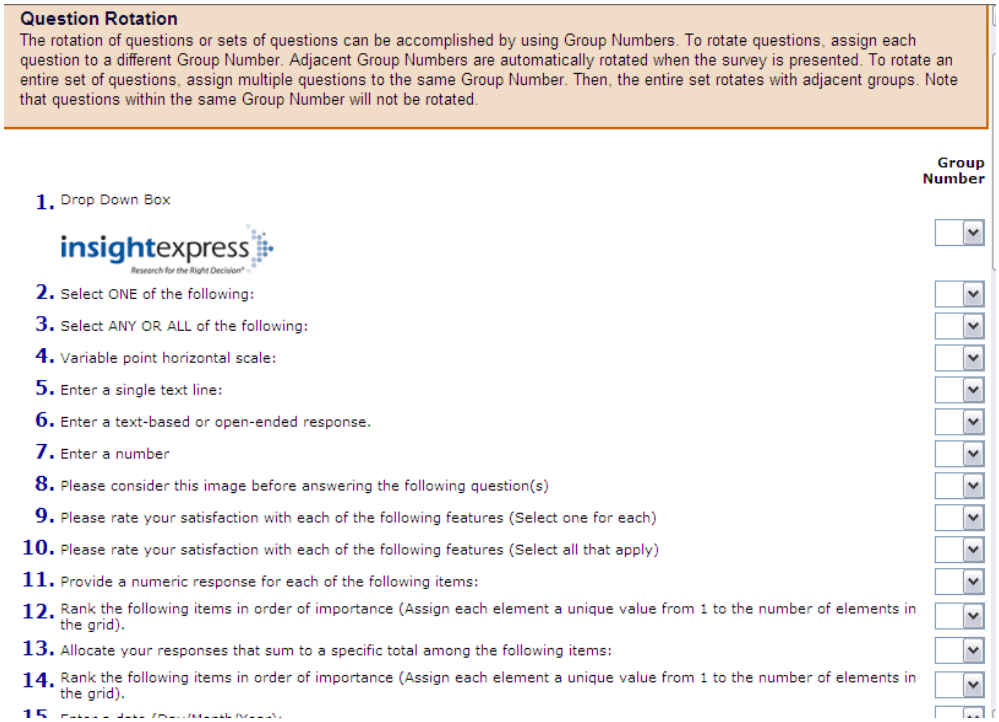
Question Rotation
The rotation of questions or sets of questions can be accomplished by using Group Numbers. To rotate questions, assign each question to a different Group Number. Adjacent Group Numbers are automatically rotated when the survey is presented. To rotate an entire set of questions, assign multiple questions to the same Group Number. Then, the entire set rotates with adjacent groups. Note that questions within the same Group Number will not be rotated.
Group Number
1. Drop Down Box
insightexpress
2. Select ONE of the following:
3. Select ANY OR ALL of the following:
4. Variable point horizontal scale:
5. Enter a single text line:
6. Enter a text-based or open-ended response.
7. Enter a number
8. Please consider this image before answering the following question(s)
9. Please rate your satisfaction with each of the following features (Select one for each)
10. Please rate your satisfaction with each of the following features (Select all that apply)
11. Provide a numeric response for each of the following items:
12. Rank the following items in order of importance (Assign each element a unique value from 1 to the number of elements in the grid).
13. Allocate your responses that sum to a specific total among the following items:
14. Rank the following items in order of importance (Assign each element a unique value from 1 to the number of elements in the grid).

Two options are available when rotating questions:

1) rotate single questions
2) rotate a set of questions

To rotate single questions you must assign them consecutive values. (For example, if you are rotating 3 questions, each question will be assigned a different value: 1, 2, 3.)

If you are rotating a set of questions, individual questions within each set will have the same number, but the numbers will be different between the sets. (For example, if you are rotating 3 sets of questions with 5 questions in each set, the numbering scheme would be: 1,1,1,1,1 / 2,2,2,2,2 / 3,3,3,3,3; respectively).

Please note: For Group Rotation to work properly, you must include a question that all respondents will see both before and after the rotation. Also, single questions or groups of questions may only be rotated if they are built in chronological order. (For example: 1, 2, 3 is acceptable but 1, 5, 7 is not acceptable.)

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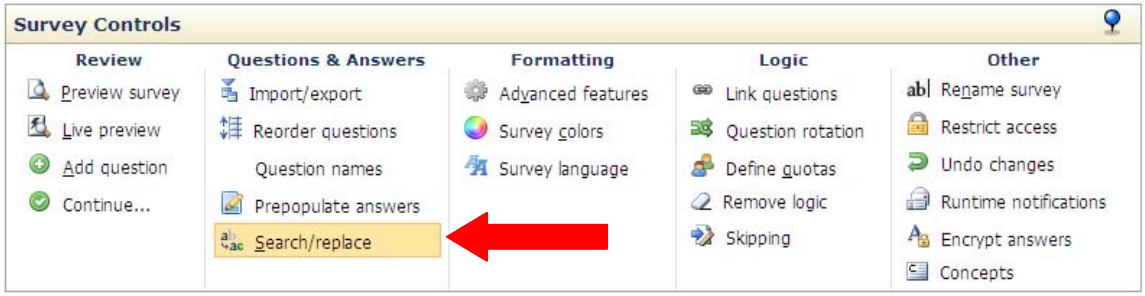
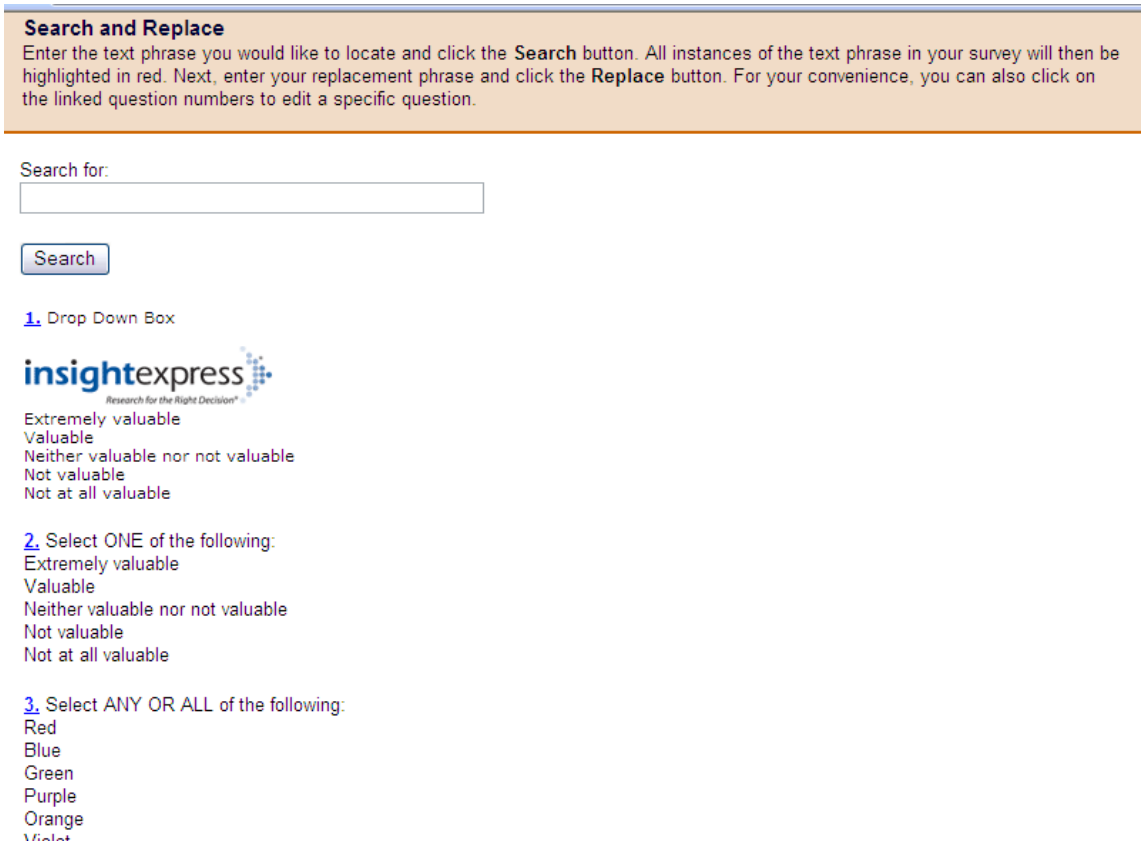
B12. Search/Replace

This feature allows you to search for words in surveys that you would like to replace.

Type in the word or phrase you would like to find in your survey and click on the **Search** button. The screen will return all instances of the word or phrase as listed in your search criteria.

You then have the option to replace this word or phrase with new text. By entering the new word or phrase in the **Replace with** box and clicking the **Replace** button, all found criteria will be replaced with the new text.




Search and Replace
Enter the text phrase you would like to locate and click the Search button. All instances of the text phrase in your survey will then be highlighted in red. Next, enter your replacement phrase and click the Replace button. For your convenience, you can also click on the linked question numbers to edit a specific question.
Search for:
Search
1. Drop Down Box
insightexpress
Extremely valuable
Valuable
Neither valuable nor not valuable
Not valuable
Not at all valuable
2. Select ONE of the following:
Extremely valuable
Valuable
Neither valuable nor not valuable
Not valuable
Not at all valuable
3. Select ANY OR ALL of the following:
Red
Blue
Green
Purple
Orange

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Search and Replace
Enter the text phrase you would like to locate and click the **Search** button. All instances of the text phrase in your survey will then be highlighted in red. Next, enter your replacement phrase and click the **Replace** button. For your convenience, you can also click on the linked question numbers to edit a specific question.

Search for:
valuable
Replace with:

Replace

1. Drop Down Box

Extremely valuable
Valuable
Neither valuable nor not valuable
Not valuable
Not at all valuable

2. Select ONE of the following:
Extremely valuable
Valuable
Neither valuable nor not valuable
Not valuable
Not at all valuable

3. Select ANY OR ALL of the following:
Red

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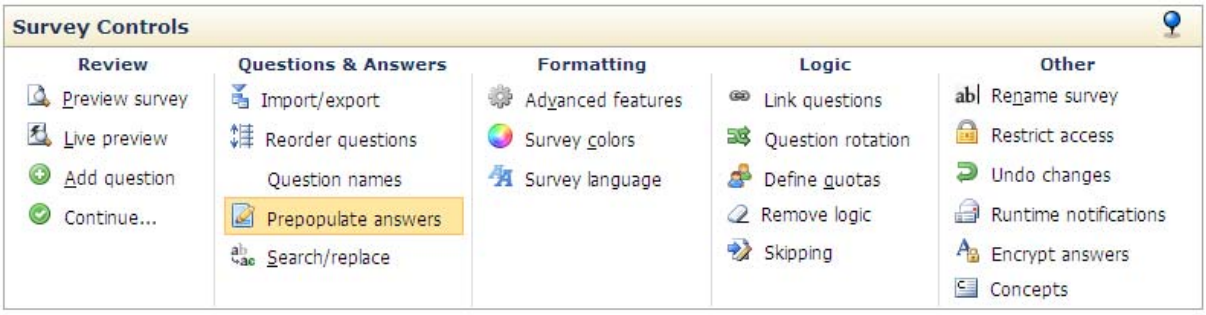
B13. Pre-Populate Answers

Clients may also choose to pre-populate the survey results associated with a question for one or more individuals. This feature enables you to include results without asking the respondent for certain information.

Please note: The use of a respondent group is necessary for this feature. A respondent group provides a unique username to each respondent so that we can link the responses to the respondents.



Examples of questions that could be pre-populated include:

- Account Number
- Employee ID number
- Name
- Department
- Region
- Age

Essentially pre-populate answers is used when you already know information about your respondents. In this case, you may wish to segment your data after the survey has completed rather than asking your respondents these questions.

Only single select questions, multi-select questions and open-ended questions may be pre-populated.

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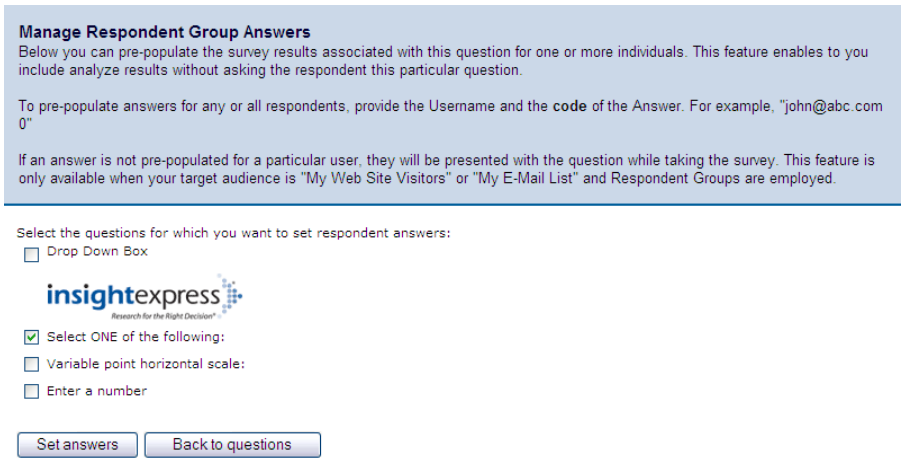
To use this feature, first select **Pre-populate answers** under Survey Controls. You will then see the questions that you are able to pre-populate.

Next, check off the question that you would like to pre-populate and select **Set Answers.**


Manage Respondent Group Answers
Below you can pre-populate the survey results associated with this question for one or more individuals. This feature enables to you include analyze results without asking the respondent this particular question.
To pre-populate answers for any or all respondents, provide the Username and the code of the Answer. For example, "john@abc.com 0"
If an answer is not pre-populated for a particular user, they will be presented with the question while taking the survey. This feature is only available when your target audience is "My Web Site Visitors" or "My E-Mail List" and Respondent Groups are employed.
Select the questions for which you want to set respondent answers:
Drop Down Box
insightexpress
Select ONE of the following:
Variable point horizontal scale:
Enter a number
Set answers
Back to questions

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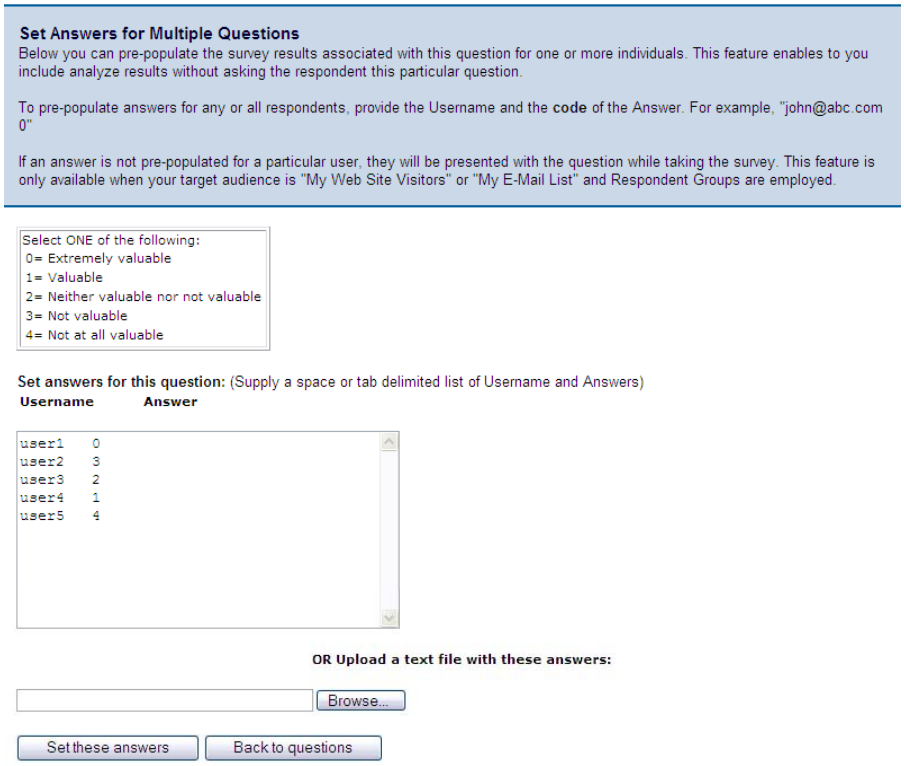
Set Answers for Multiple Questions
Below you can pre-populate the survey results associated with this question for one or more individuals. This feature enables to you include analyze results without asking the respondent this particular question.
To pre-populate answers for any or all respondents, provide the Username and the code of the Answer. For example, "john@abc.com 0"
If an answer is not pre-populated for a particular user, they will be presented with the question while taking the survey. This feature is only available when your target audience is "My Web Site Visitors" or "My E-Mail List" and Respondent Groups are employed.
Select ONE of the following:
0= Extremely valuable
1= Valuable
2= Neither valuable nor not valuable
3= Not valuable
4= Not at all valuable
Set answers for this question: (Supply a space or tab delimited list of Username and Answers)
Username Answer
user1 0
user2 3
user3 2
user4 1
user5 4
OR Upload a text file with these answers:
Browse...
Set these answers
Back to questions

When you select a question, the codes for each answer choice will be provided. A respondent group will need to be set up in order to pre-populate the answers (instructions on how to do so follow below). A respondent group is a predefined group of individuals who will participate in the survey and have answers set for particular questions.

To pre-populate the question, copy and paste each respondent's username and answer from an Excel file into the box. The above screenshot shows you the username and response in a tab delimited format (where the tab acts as the space between the username and response.) You may also upload information with a comma delimited format. Or you may simply upload this information from a text file with two columns.

Pre-populated questions will not appear to the respondent, but the answers that you have established will be included within the data set.

Please note: Pre-population of answers for respondent lists over 8,000 must be managed by InsightExpress. Please advise your Account Representative.

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Keep in mind that when creating questions, you may also pre-populate an answer by going into edit mode and clicking on the **Pre-populate answers** button.

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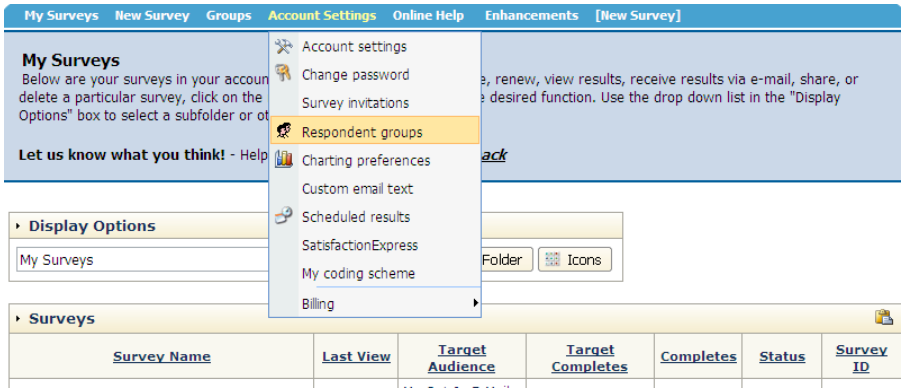
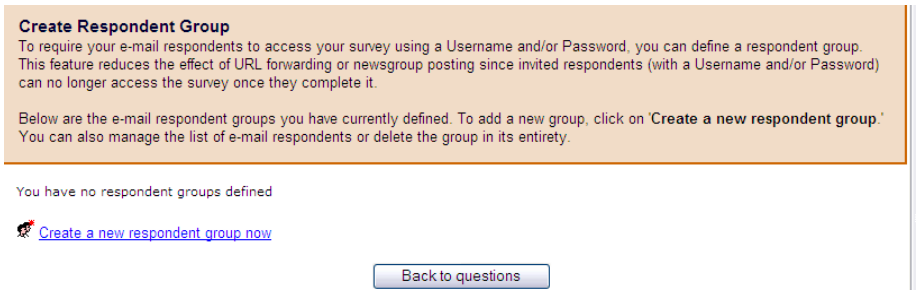
B14. Creating a Respondent Group

To create a respondent group, go to the Account Settings tab in your account and click on **Respondent Groups**.



Next, click on “Create a new respondent group now.”


Create Respondent Group
To require your e-mail respondents to access your survey using a Username and/or Password, you can define a respondent group. This feature reduces the effect of URL forwarding or newsgroup posting since invited respondents (with a Username and/or Password) can no longer access the survey once they complete it.
Below are the e-mail respondent groups you have currently defined. To add a new group, click on 'Create a new respondent group.' You can also manage the list of e-mail respondents or delete the group in its entirety.
You have no respondent groups defined
Create a new respondent group now
Back to questions

The first step in creating a respondent group is to type your chosen name for the group in the text box provided, as shown below.

Next, click on **Manage the users for this group** which will allow you to set usernames and passwords on a respondent level basis. Copy and paste the usernames and passwords from your Excel file, or upload the text file that contains this information. (This is the same process that you use to pre-populate answers.)

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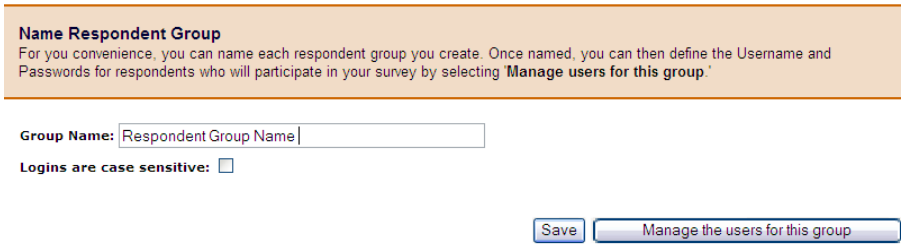
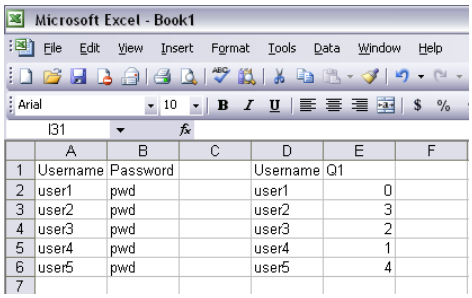

Name Respondent Group
For you convenience, you can name each respondent group you create. Once named, you can then define the Username and Passwords for respondents who will participate in your survey by selecting 'Manage users for this group.'
Group Name: Respondent Group Name
Logins are case sensitive:
Save
Manage the users for this group

Here is a quick screenshot of a sample **Excel file** from which you might copy and paste usernames and passwords:



Microsoft Excel - Book1

File Edit View Insert Format Tools Data Window Help

Arial 10 B I U $ %

I31

	A	B	C	D	E	F
1	Username	Password		Username	Q1	
2	user1	pwd		user1	0	
3	user2	pwd		user2	3	
4	user3	pwd		user3	2	
5	user4	pwd		user4	1	
6	user5	pwd		user5	4	
7						

You will also notice the answers that were pre-populated into the question earlier, in columns D and E of this file. When creating the respondent group, you need to make sure that the username is unique for each respondent, which can be seen in Column A.

The password in Column B is the same for all respondents in this example, but can also be unique for all respondents. The username that you choose for building the respondent group is the username that you use when pre-populating questions. It can be seen in Columns A and D. The username will be used to "link" the respondent to the pre-populated answers.

In the example below, columns A and B were copied into the **Add users to this group** box.

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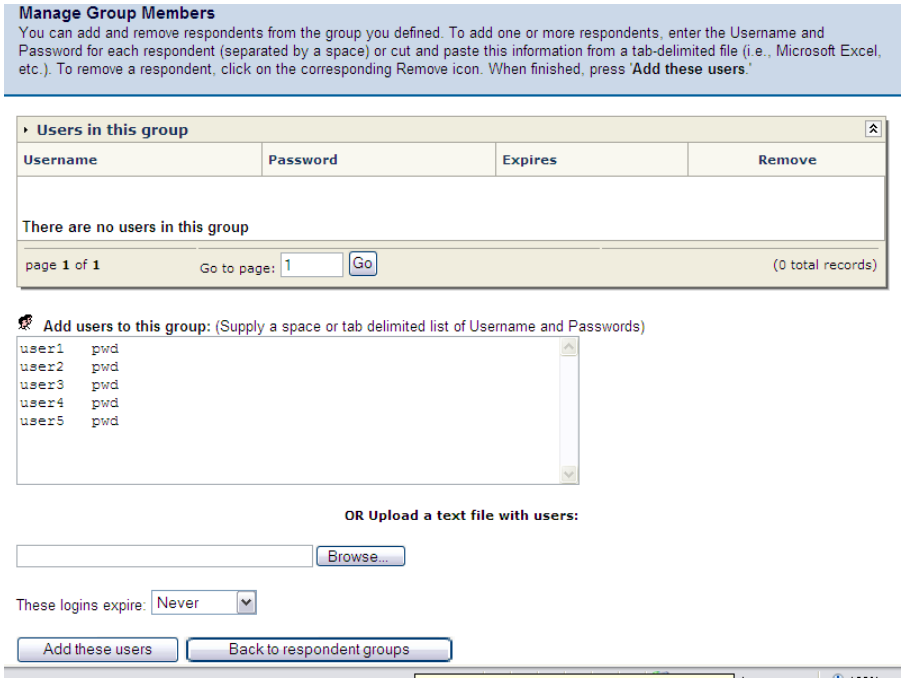
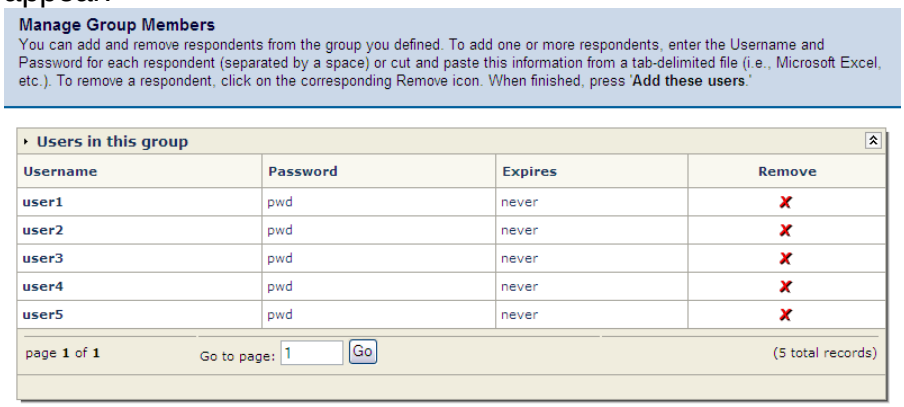
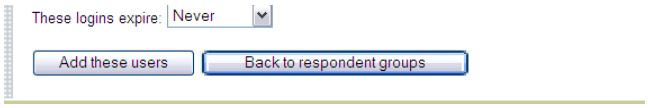

Manage Group Members
You can add and remove respondents from the group you defined. To add one or more respondents, enter the Username and Password for each respondent (separated by a space) or cut and paste this information from a tab-delimited file (i.e., Microsoft Excel, etc.). To remove a respondent, click on the corresponding Remove icon. When finished, press 'Add these users.'
Users in this group
Username
Password
Expires
Remove
There are no users in this group
page 1 of 1
Go to page: 1 Go
(0 total records)
Add users to this group: (Supply a space or tab delimited list of Username and Passwords)
user1 pwd
user2 pwd
user3 pwd
user4 pwd
user5 pwd
OR Upload a text file with users:
Browse...
These logins expire: Never
Add these users
Back to respondent groups

Next, click on **Add these users** and the **Manage Group Members** page will appear:


Manage Group Members
You can add and remove respondents from the group you defined. To add one or more respondents, enter the Username and Password for each respondent (separated by a space) or cut and paste this information from a tab-delimited file (i.e., Microsoft Excel, etc.). To remove a respondent, click on the corresponding Remove icon. When finished, press 'Add these users.'
Users in this group
Username
Password
Expires
Remove
user1 pwd never
user2 pwd never
user3 pwd never
user4 pwd never
user5 pwd never
page 1 of 1
Go to page: 1 Go
(5 total records)

You will see the usernames and passwords uploaded, and when they expire. (If you would like to limit the amount of time in which respondents may enter survey data, you can choose an expiration date on the previous page, by selecting a timeframe in the drop down next to “These logins expire:”). You can also remove a respondent if the information uploaded incorrectly.

Once you review the respondent group information, you can associate your respondent group to your survey. By clicking **Back to respondent groups**.



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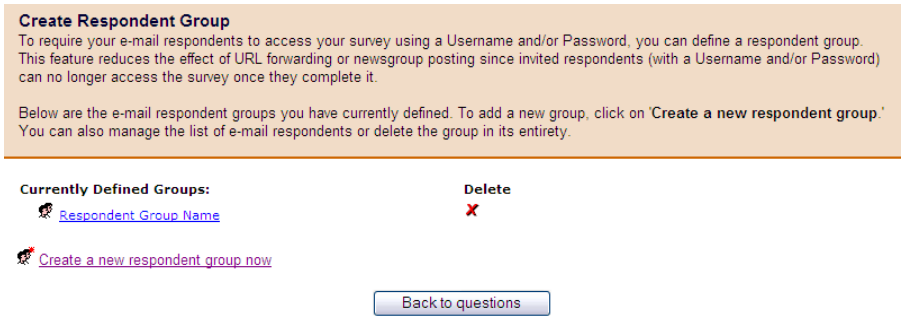
After clicking **Back to respondent groups**, you will see the respondent group you just created. Next, click **Back to questions** which will take you to the **Sequence Questions** page.


Create Respondent Group
To require your e-mail respondents to access your survey using a Username and/or Password, you can define a respondent group. This feature reduces the effect of URL forwarding or newsgroup posting since invited respondents (with a Username and/or Password) can no longer access the survey once they complete it.
Below are the e-mail respondent groups you have currently defined. To add a new group, click on 'Create a new respondent group.' You can also manage the list of e-mail respondents or delete the group in its entirety.
Currently Defined Groups:
Delete
Respondent Group Name
Create a new respondent group now
Back to questions

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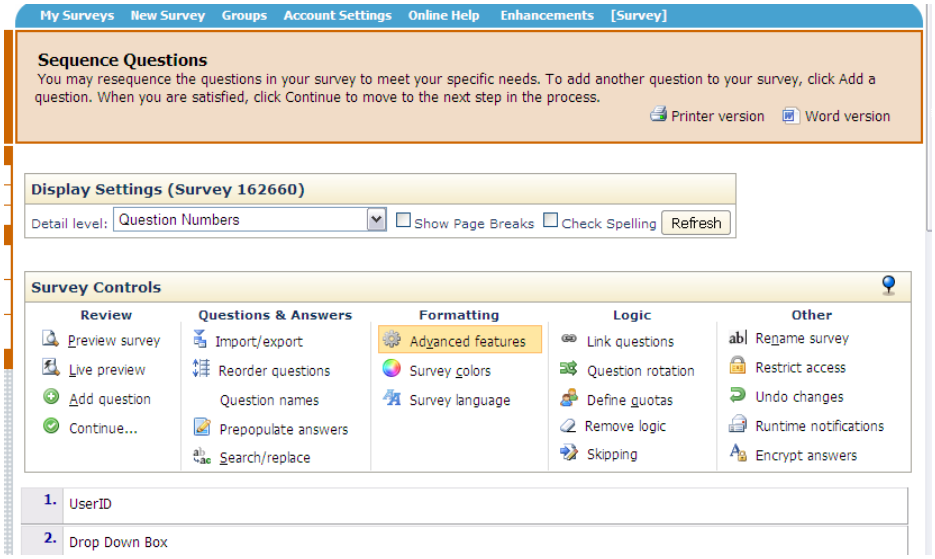
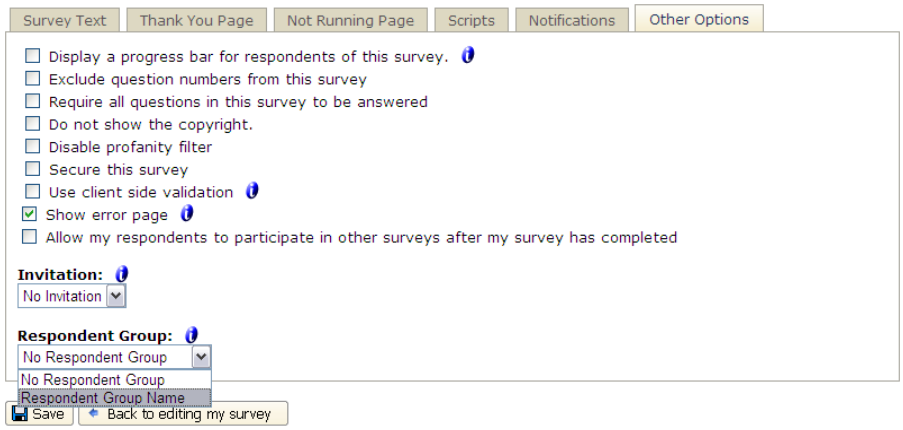
Once back on the Sequence Questions page, go to **Advanced features**.



To **associate your respondent group**, click on the Other Options tab where you can then select your respondent group by name.



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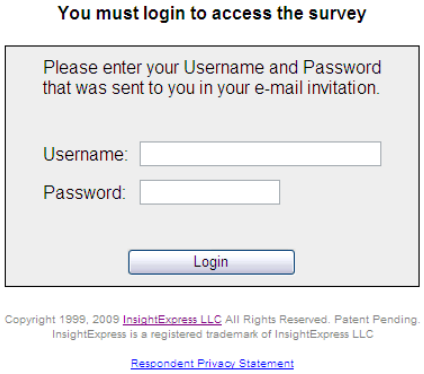
Finally, click **Save.** When you go to **preview your survey** you will now be prompted for a username and password.


You must login to access the survey
Please enter your Username and Password that was sent to you in your e-mail invitation.
Username:
Password:
Login
Copyright 1999, 2009 InsightExpress LLC All Rights Reserved. Patent Pending.
InsightExpress is a registered trademark of InsightExpress LLC
Respondent Privacy Statement

Please note: respondents will only be able to log in with a username and password that you uploaded. If they do not have a valid username, or if the username was already used, they will not be able to enter the survey.

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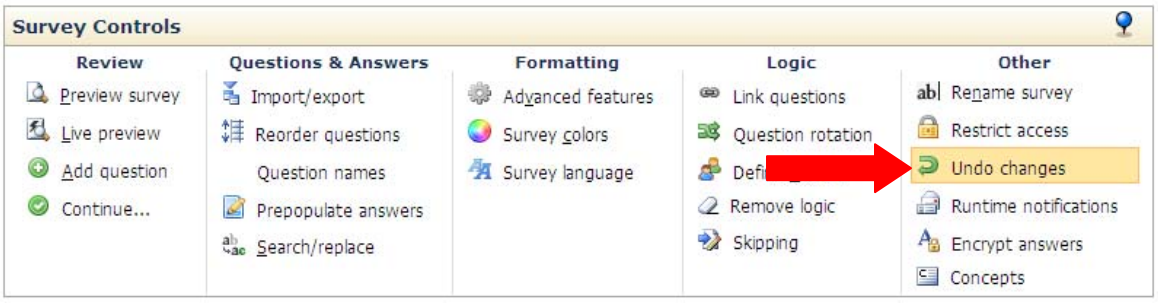
B15. Undo Changes

It's possible to rollback changes made to your survey, and return to any of its previous states. These archived versions of your survey questions contain all formatting, question grouping, skipping, and linking as they were defined at the time the archive was created. The editing session is archived when you leave the Sequence Questions page or log out of your account. Every time you go back into your account, you will see the previous session(s) archived.

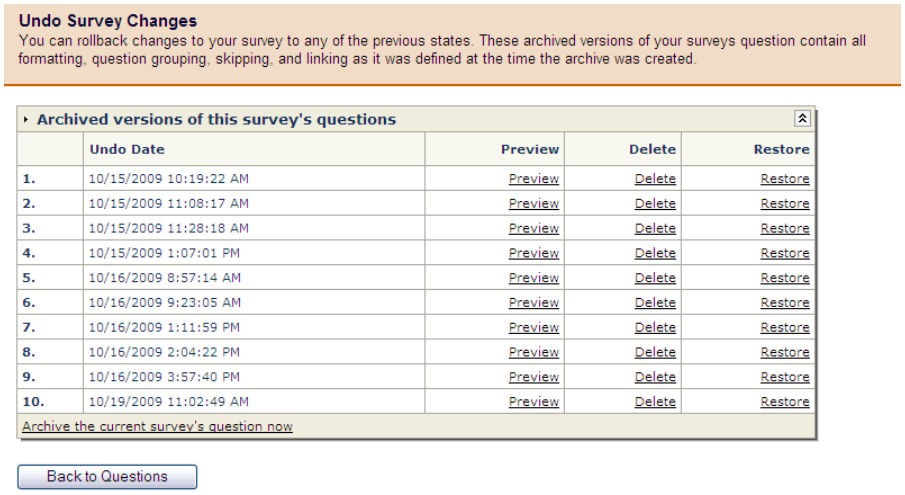
For example, if you add a question to the middle of your survey and then later decided to remove it, you can use the **Undo changes** link to roll the survey back to the previous version. After clicking on the link, you are presented with the last ten archived versions of the study.

You can preview the version of your choice by clicking on the **Preview** link. Once you have previewed a version and decided it's the survey you would like to use, click on the **Restore** link.

You can also delete a version if necessary by clicking on the **Delete** link.



Please note: the system only saves the last 10 versions of your survey.


Undo Survey Changes
You can rollback changes to your survey to any of the previous states. These archived versions of your surveys question contain all formatting, question grouping, skipping, and linking as it was defined at the time the archive was created.
Archived versions of this survey's questions
Undo Date
Preview
Delete
Restore
1. 10/15/2009 10:19:22 AM
2. 10/15/2009 11:08:17 AM
3. 10/15/2009 11:28:18 AM
4. 10/15/2009 1:07:01 PM
5. 10/16/2009 8:57:14 AM
6. 10/16/2009 9:23:05 AM
7. 10/16/2009 1:11:59 PM
8. 10/16/2009 2:04:22 PM
9. 10/16/2009 3:57:40 PM
10. 10/19/2009 11:02:49 AM
Archive the current survey's question now
Back to Questions

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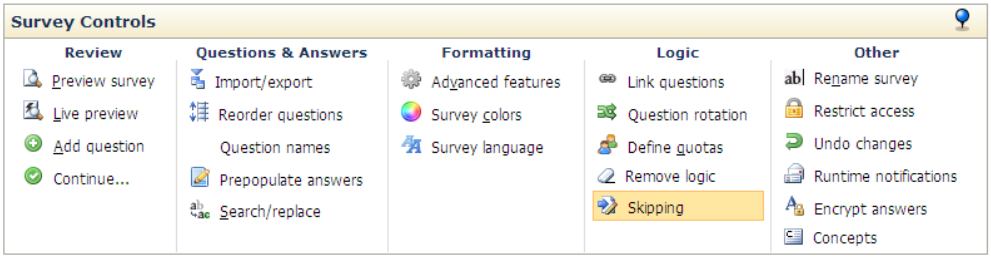
B16. Survey Logic

B16a. Skipping

Click on **Skipping** to move directly to the **Modify Survey Skipping** page. This feature is used to add multiple skip patterns based on respondent answer choices. You can only program your survey to have respondents skip forward. Backward skipping is not an option. This feature also permits you to add page breaks to your survey.



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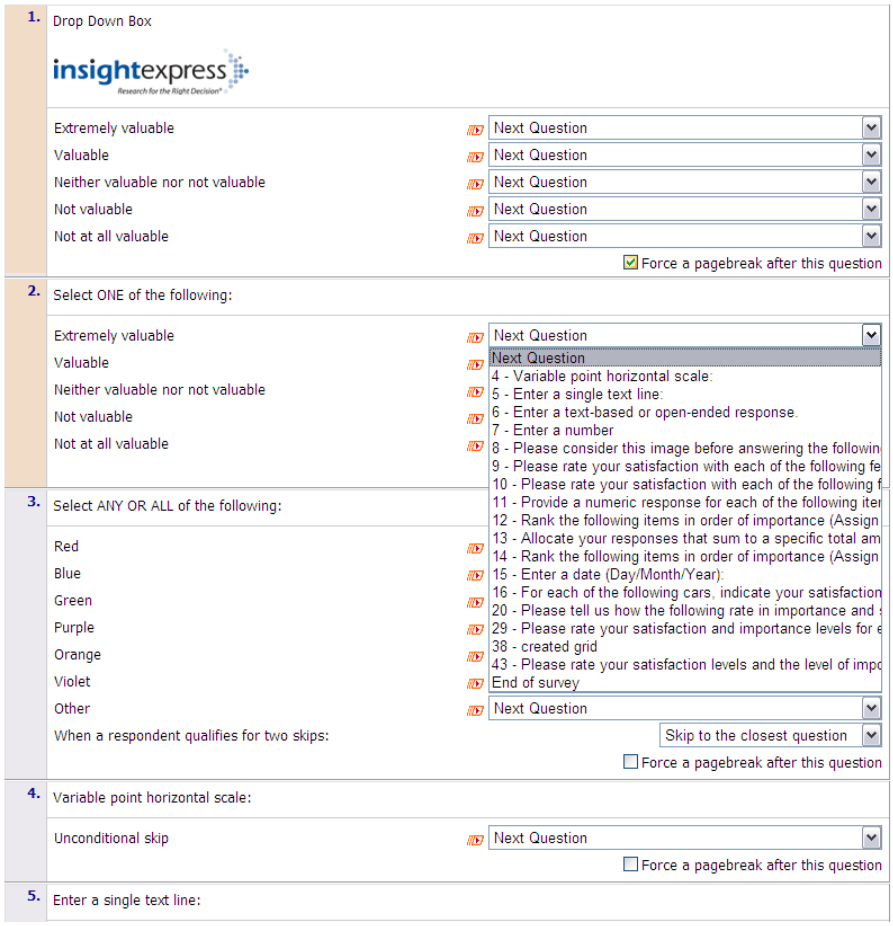
Modify Survey Skipping
To include skip instructions for respondents who will participate in this survey, indicate the next question that should be completed based upon the answer to the current question. You may introduce skip patterns by using the drop down boxes to the right of each question answer. The default is the 'Next Question.' As an advanced feature, you can also selectively control when questions are displayed to respondents.


1.
Drop Down Box
insightexpress
Extremely valuable
Next Question
Valuable
Next Question
Neither valuable nor not valuable
Next Question
Not valuable
Next Question
Not at all valuable
Next Question
Force a pagebreak after this question
2.
Select ONE of the following:
Extremely valuable
Next Question
Valuable
Next Question
Neither valuable nor not valuable
4 - Variable point horizontal scale:
Not valuable
5 - Enter a single text line:
Not at all valuable
6 - Enter a text-based or open-ended response.
7 - Enter a number
8 - Please consider this image before answering the followin
9 - Please rate your satisfaction with each of the following fe
10 - Please rate your satisfaction with each of the following f
11 - Provide a numeric response for each of the following iter
12 - Rank the following items in order of importance (Assign
13 - Allocate your responses that sum to a specific total am
14 - Rank the following items in order of importance (Assign
15 - Enter a date (Day/Month/Year):
16 - For each of the following cars, indicate your satisfaction
20 - Please tell us how the following rate in importance and
29 - Please rate your satisfaction and importance levels for e
38 - created grid
43 - Please rate your satisfaction levels and the level of impo
End of survey
3.
Select ANY OR ALL of the following:
Red
Blue
Green
Purple
Orange
Violet
Other
Next Question
When a respondent qualifies for two skips:
Skip to the closest question
Force a pagebreak after this question
4.
Variable point horizontal scale:
Unconditional skip
Next Question
Force a pagebreak after this question
5.
Enter a single text line:

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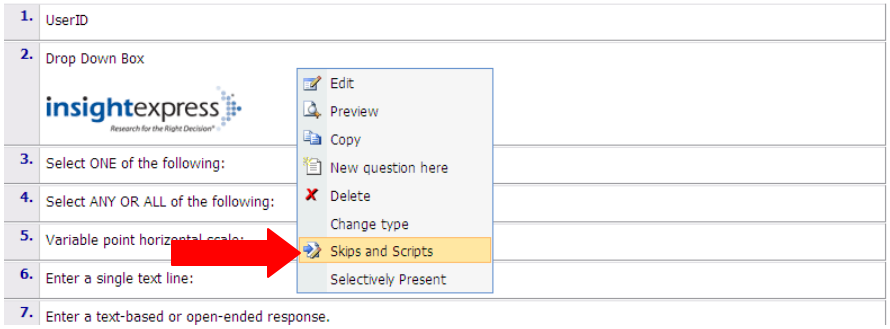
Defining Skip Rules

Skip patterns are used to skip respondents over certain questions based on their responses to previous questions. Skip patterns can be set up in multiple ways.

The first option is to insert skip patterns into questions one at a time. Should you want to add skipping to all questions at one time, please see section B16a.

While in edit mode, click on the question requiring the skip pattern and choose the **Skips and Scripts** option**.**



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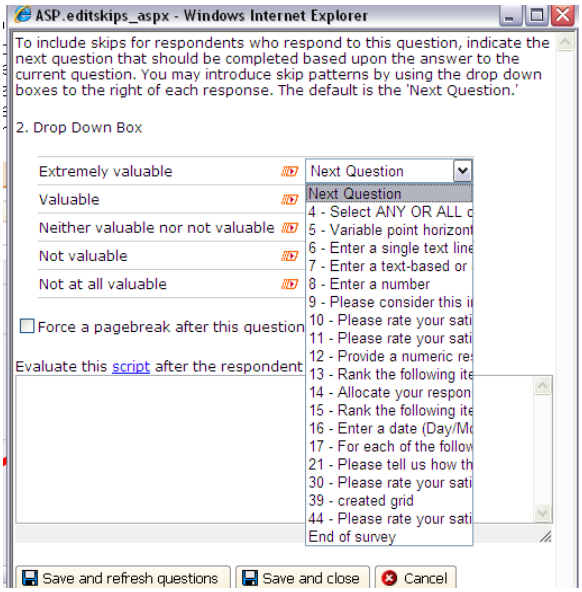
Once you choose **Skips and Scripts,** a new window will appear which allows you to place your desired skip pattern. As shown in the example below, respondents answering “Extremely Valuable” to question 2 can be skipped directly to question 8 “Enter a number”. In order to program this skip pattern, simply selecting question 8 in the drop down box.


ASP.editskips_aspx - Windows Internet Explorer
To include skips for respondents who respond to this question, indicate the next question that should be completed based upon the answer to the current question. You may introduce skip patterns by using the drop down boxes to the right of each response. The default is the 'Next Question.'
2. Drop Down Box
Extremely valuable
Valuable
Neither valuable nor not valuable
Not valuable
Not at all valuable
Next Question
Next Question
4 - Select ANY OR ALL c
5 - Variable point horizont
6 - Enter a single text line
7 - Enter a text-based or
8 - Enter a number
9 - Please consider this i
10 - Please rate your sati
11 - Please rate your sati
12 - Provide a numeric re
13 - Rank the following ite
14 - Allocate your respon
15 - Rank the following ite
16 - Enter a date (Day/Mo
17 - For each of the follow
21 - Please tell us how th
30 - Please rate your sati
39 - created grid
44 - Please rate your sati
End of survey
Force a pagebreak after this question
Evaluate this script after the respondent
Save and refresh questions
Save and close
Cancel

Also available in the **Skips and Scripts** window is the option to **insert a page break**. By checking the box **Force a page break after this question** a page break will be generated between the question you are working on and the following question.

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Once you enter your skip patterns, you have three options:

1. **Save and refresh questions** will save the skip patterns added, close the window and refresh the Sequence Questions page. (This applies if you are displaying the skip patterns on the Sequence Questions page via the detailed view.)
2. **Save and close** will save the skip patterns added and then close the window to return you to the Sequence Questions page. The Sequence Questions page will not be refreshed.
3. **Cancel** will not save any changes made to the survey program but it will close the window and return you to the Sequence Questions page.

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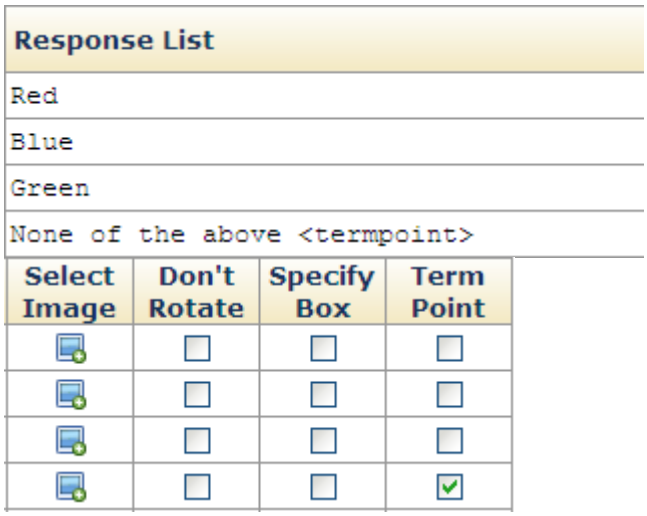
Please note*:* If you direct a respondent to Skip to “End of Survey”, they will be counted towards your Target Completes and their data will be collected. If you would prefer for these respondents to Terminate from the study and not be counted towards your Target Completes or online data, you may add the Termpoint tag, <termpoint> next to the answer option or check off the Termpoint checkbox to the right.



Drop down skip patterns will work on single response questions and all answer choices for multiple response questions.

Skip patterns cannot be defined after a grid answer row. In these cases, the entire grid question must first be answered in order to skip respondents to the next appropriate question.

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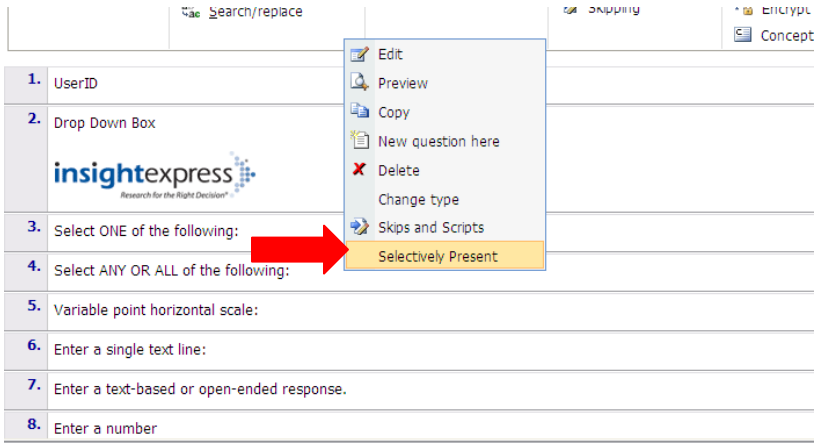
B16b. Selectively Present

Selectively presenting a question allows you to only show a question based upon how a respondent answered a previous question. Selectively presenting a question also allows you to make complicated skips without the use of scripting commands.

You will find this option by left clicking on the question you would like to selectively present and choosing the corresponding option in the drop down box.

In the example below, when you left click on question 4 and click on **Selectively Present** within the drop down menu, another pop up window similar will be shown.

In order to see the responses, you must choose **select responses. The select responses** option is found adjacent to the questions you can choose from to selectively present.



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ASP.editskip_aspx - Windows Internet Explorer
Select the answers below that when indicated, will cause this question to be shown:
Survey: New Survey
1. UserID (select responses)
2. Drop Down Box (select responses)
insightexpress
3. Select ONE of the following: (select responses)
Limit by survey start times after: 10/20/2009
Limit by survey start times before: 10/20/2009
Require criteria for EVERY question to be true
Require criteria for ANY question to be true
Save and refresh questions
Save and close
Cancel

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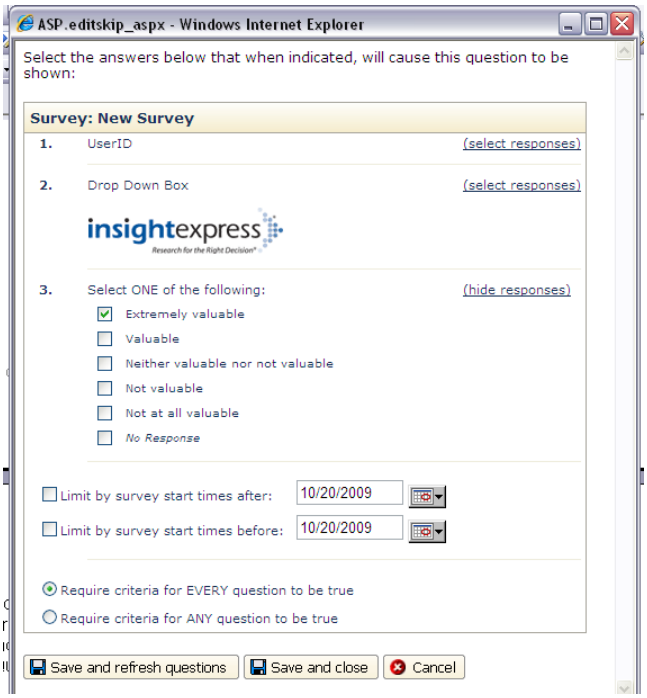
In the example below, question 4 is being selectively presented based upon answers to question 3. Respondents who indicate “Extremely Valuable” in question 3 will be eligible for Question 4 once the box is checked the **Save and close** button is clicked.

Once you enter your questions to selectively present, you have three options:

1. **Save and refresh questions** will save the skip patterns added, close the window and refresh the Sequence Questions page. (This applies if you are showing the skip patterns on the Sequence Questions page.)
2. **Save and close** will save the skip patterns added and then close the window to return you to the Sequence Questions page. The Sequence Questions page will not be refreshed.
3. **Cancel** will not save any changes made to the survey program but it will close the window and return you to the Sequence Questions page.


ASP.editskip_aspx - Windows Internet Explorer
Select the answers below that when indicated, will cause this question to be shown:
Survey: New Survey
1. UserID (select responses)
2. Drop Down Box (select responses)
insightexpress
3. Select ONE of the following: (hide responses)
Extremely valuable
Valuable
Neither valuable nor not valuable
Not valuable
Not at all valuable
No Response
Limit by survey start times after: 10/20/2009
Limit by survey start times before: 10/20/2009
Require criteria for EVERY question to be true
Require criteria for ANY question to be true
Save and refresh questions
Save and close
Cancel

In the event of time sensitive survey questions, skipping rules can be driven by date. These additional options can be found at the bottom of the window.

Please note: Selectively presenting a question based on more than one answer choice within the same question, will create an “OR” function. So, if ***any*** option of the checked responses is selected, the selectively presented question will be displayed. If the selectively presented question is based off two or more questions, this will create an “AND” function. So, ***all*** conditions must be met.

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B16c. Scripting

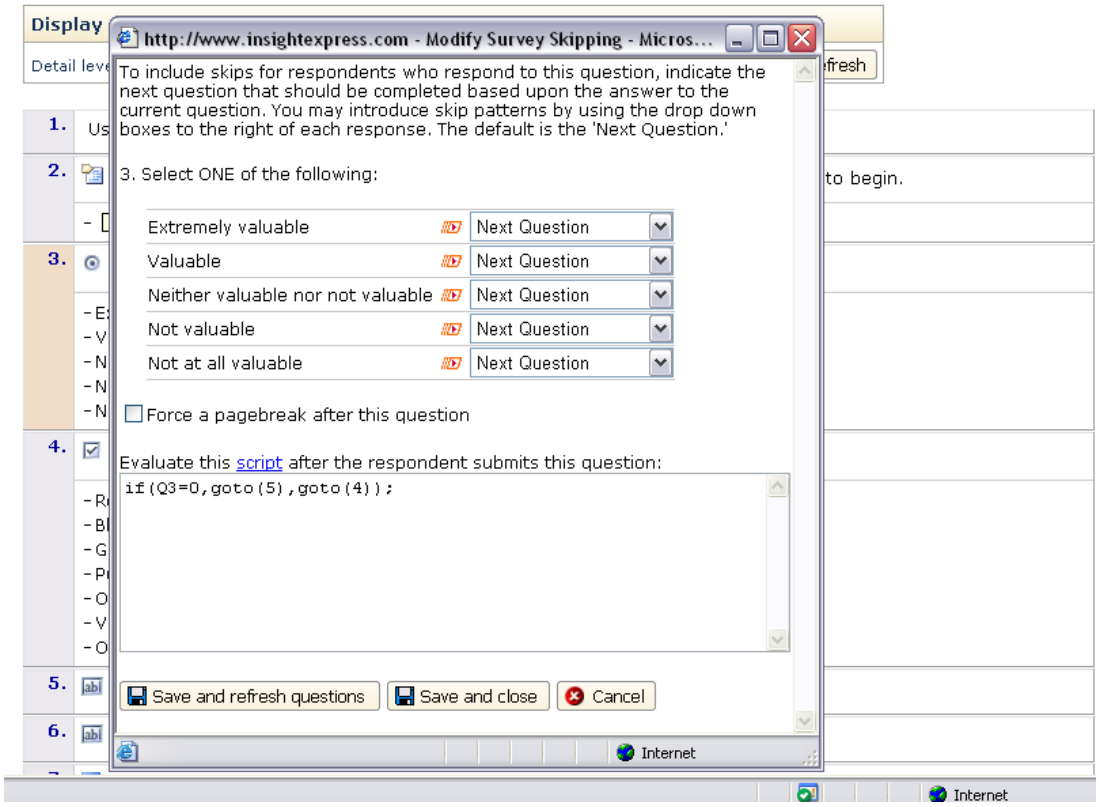
Whether you're asking a question in the beginning, middle or the end of a survey, the **Scripting** feature will allow you to create complicated skip patterns for survey questions. *For those interested, in a more detailed overview of our scripting, there is an additional training manual available on this topic.*

To create scripting commands for your survey you must use "if" and/or "goto" statements.

To add scripting commands, click on the question that the script applies to, and then click on **Skips and Scripts.**

Here is a sample script command:

> **if(Q3=0,goto(5),goto(4));**. That is, if in Question 3 the first answer choice is selected, skip to Question 5, and otherwise skip to Question 4.


Display
http://www.insightexpress.com - Modify Survey Skipping - Micros...
To include skips for respondents who respond to this question, indicate the next question that should be completed based upon the answer to the current question. You may introduce skip patterns by using the drop down boxes to the right of each response. The default is the 'Next Question.'
3. Select ONE of the following:
Extremely valuable
Valuable
Neither valuable nor not valuable
Not valuable
Not at all valuable
Next Question
Force a pagebreak after this question
Evaluate this script after the respondent submits this question:
if(Q3=0,goto(5),goto(4));
Save and refresh questions
Save and close
Cancel
Internet

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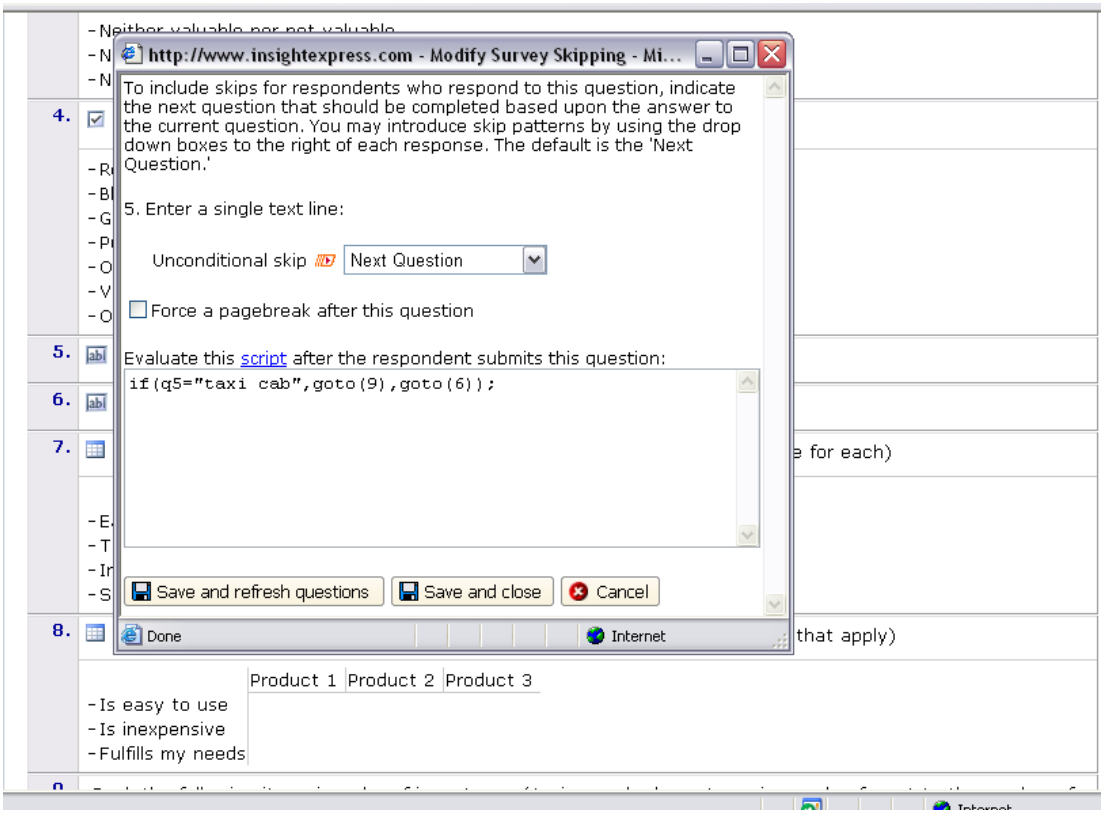
To add a skip based off of a verbatim response, replace the uppercase “Q” with lowercase “q” and the value will be the actual verbatim.

Here is a sample script command:

- **if(q5=”taxi cab”,goto(9),goto(6));**. That is, if in Question 5 the answers reads “taxi cab” go to Question 9; otherwise continue to Question 6.


http://www.insightexpress.com - Modify Survey Skipping - Mi...
To include skips for respondents who respond to this question, indicate the next question that should be completed based upon the answer to the current question. You may introduce skip patterns by using the drop down boxes to the right of each response. The default is the 'Next Question.'
5. Enter a single text line:
Unconditional skip
Next Question
Force a pagebreak after this question
Evaluate this script after the respondent submits this question:
if(q5="taxi cab",goto(9),goto(6));
Save and refresh questions
Save and close
Cancel
Done
Internet
Product 1
Product 2
Product 3
Is easy to use
Is inexpensive
Fulfills my needs

Please note: When skipping off of an open-end question, please account for the many different ways verbatims may be typed into the field by a respondent. The value is case sensitive.

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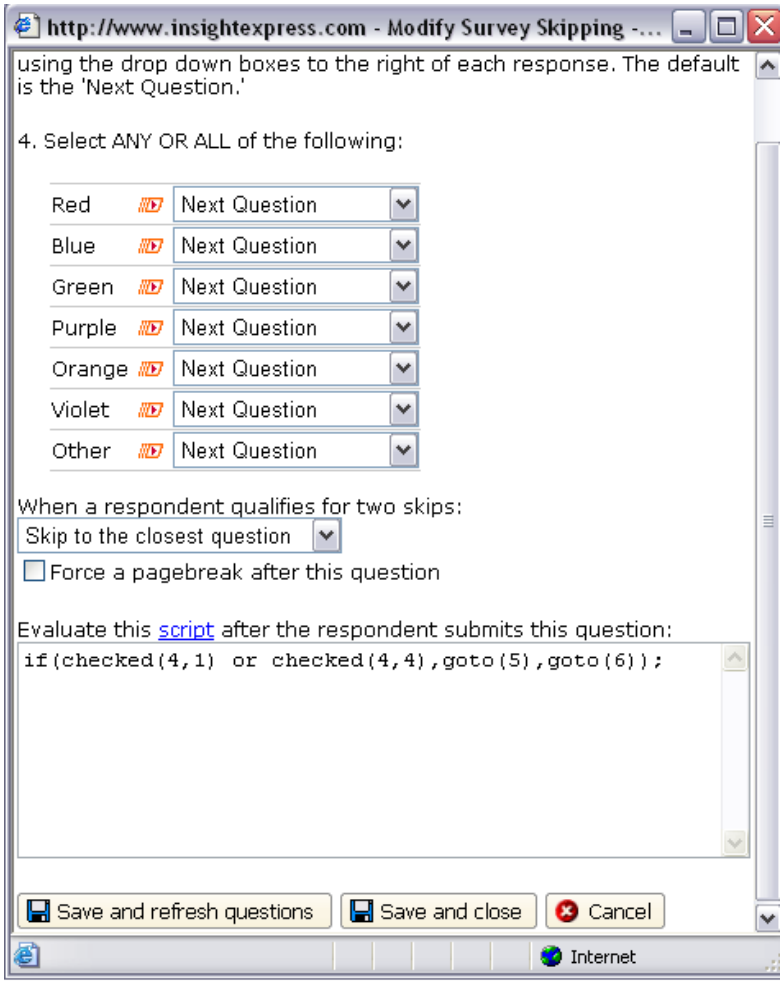
Sometimes you may need to ask specific questions in response to answers provided. In the example below, if a respondent indicates they prefer the colors red (Q4,1) and purple (Q4,4) they should continue to Q5. For all other answers, they should skip one question ahead, to Q6. Please note that this example can easily be changed to incorporate an “AND” command or “unchecked” answer choices.

Formula (insert in the scripting box):

if(checked(4,1) or checked(4,4),goto(5),goto(6));


http://www.insightexpress.com - Modify Survey Skipping -...
using the drop down boxes to the right of each response. The default is the 'Next Question.'
4. Select ANY OR ALL of the following:
Red Next Question
Blue Next Question
Green Next Question
Purple Next Question
Orange Next Question
Violet Next Question
Other Next Question
When a respondent qualifies for two skips:
Skip to the closest question
Force a pagebreak after this question
Evaluate this script after the respondent submits this question:
if(checked(4,1) or checked(4,4),goto(5),goto(6));
Save and refresh questions
Save and close
Cancel
Internet

Please note: You can change the command to “or” / “and.”

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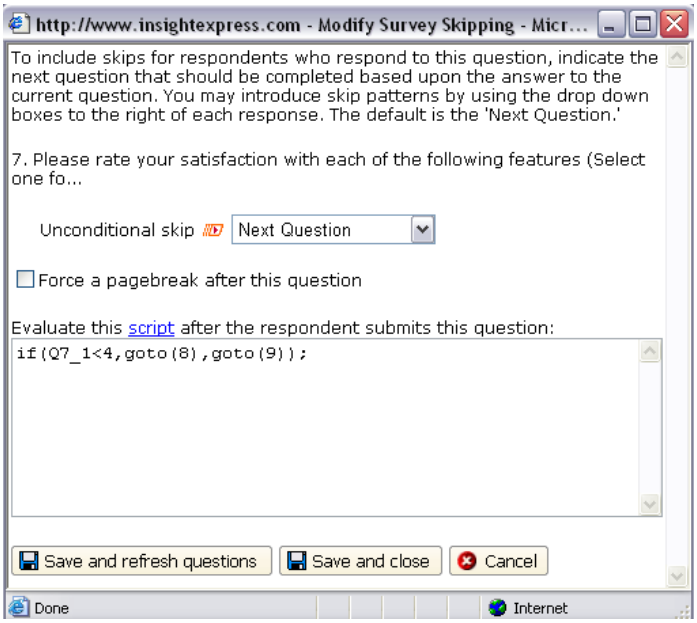
By using **Scripting Commands** or the **Selectively Present** option you will be able to capture why respondents give specific ratings to individual features or attributes.

For example:

- “if(Q7_1<4,goto(8),goto(9));” If the first feature or attribute in question 7 is rated less than 4 on a scale of 1 to 5, continue to question 7; otherwise, skip to question 8. In the example below there are a total of five features.


http://www.insightexpress.com - Modify Survey Skipping - Micr...
To include skips for respondents who respond to this question, indicate the next question that should be completed based upon the answer to the current question. You may introduce skip patterns by using the drop down boxes to the right of each response. The default is the 'Next Question.'
7. Please rate your satisfaction with each of the following features (Select one fo...
Unconditional skip
Next Question
Force a pagebreak after this question
Evaluate this script after the respondent submits this question:
if(Q7_1<4,goto(8),goto(9));
Save and refresh questions
Save and close
Cancel
Done
Internet

Depending on the objective, it may be easier to use the **Selectively Present** feature for multiple features/attributes.

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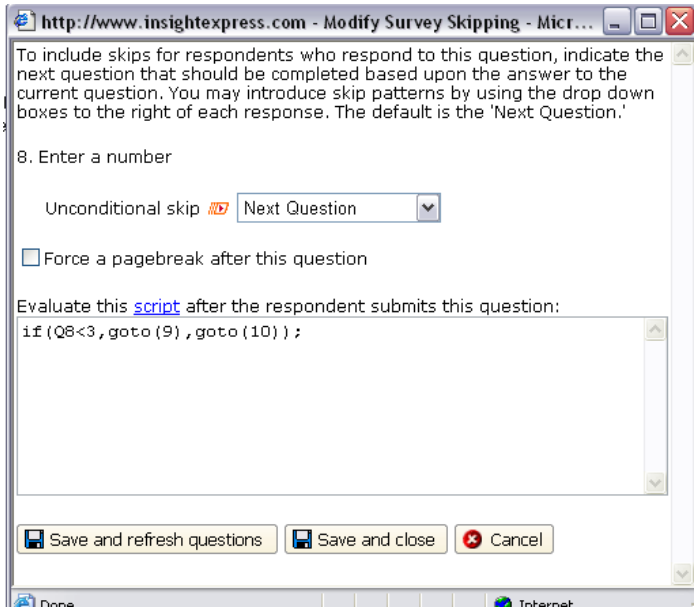
There may be instances where you want to skip respondents based upon numeric answers provided. When using the numeric question type, you can write scripts using symbols representing less than, greater than or equal to. You will find some of these symbols under *General Scripting Help and Logic* after the example below.

.

For example:

- "if(Q8<3,goto(9),goto(10));" That is, if a respondent states less than 3 in question 8, go to question 9; otherwise proceed to question 10.


http://www.insightexpress.com - Modify Survey Skipping - Micr...
To include skips for respondents who respond to this question, indicate the next question that should be completed based upon the answer to the current question. You may introduce skip patterns by using the drop down boxes to the right of each response. The default is the 'Next Question.'
8. Enter a number
Unconditional skip
Next Question
Force a pagebreak after this question
Evaluate this script after the respondent submits this question:
if(Q8<3,goto(9),goto(10));
Save and refresh questions
Save and close
Cancel

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General Scripting Help and Logic

Important: The order of precedence for sophisticated skipping is the following: selectively present, scripting and dropdowns.

Operators:

=	Equality
<>	Non-equality
+	Mathematical addition
-	Mathematical subtraction
/	Mathematical division
^	Mathematical exponentiation
>	Mathematical greater than
<	Mathematical less than
>=	Mathematical greater than or equal to
<=	Mathematical less than or equal to

Functions:

if	If then Else
goto	Jump to a specific question
random	Select a number from a defined set of numbers
set	Assign a variable a specific value
checked	Determine if an answer within a checkbox list was selected
unchecked	Determine if an answer within a checkbox list was not selected
or	Logical OR operator
and	Logical AND operator
not	Logical NOT operator
max	Mathematical maximum
min	Mathematical minimum
sin	Mathematical Sin function
cos	Mathematical Cosin function
abs	Absolute value
int	Mathematical truncation (at the decimal point)

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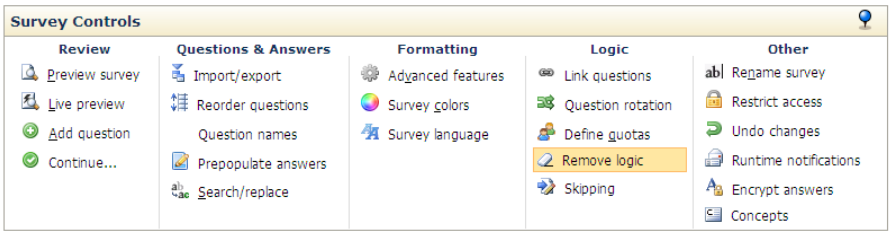
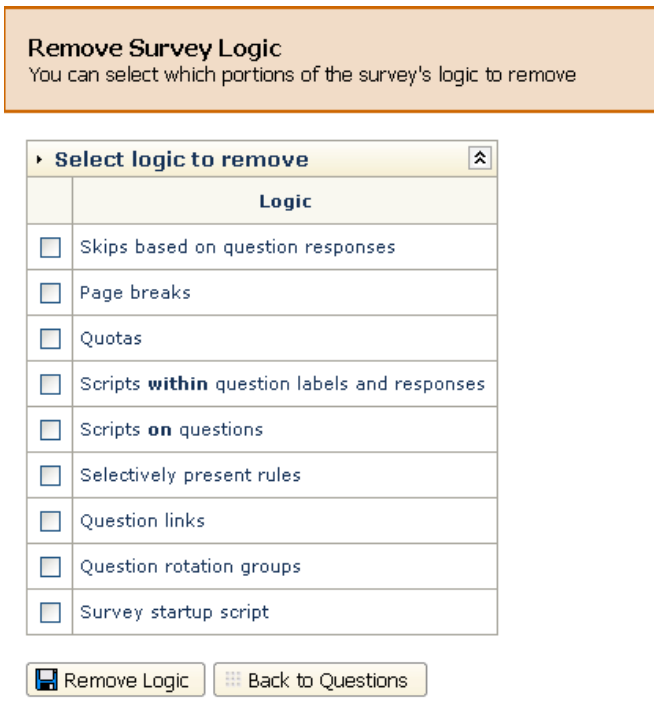
B17. Remove Logic

This feature removes different types of logic within the survey.



Simply select the type of logic you would like to remove and click **Remove Logic**.



Below is a brief explanation of the different types of survey logic that are available:

Skips based on question responses include skips added via Skips and Scripts or the Skipping option in the surveys control box. For more information, please go to section B16.
Page breaks that are added via Skips and Scripts or the Skipping option in the surveys control box.
Quotas that are added via the quota option in the surveys control box. For more information, please go to section C3b.

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Scripts within question labels and responses such as piping scripts within the question labels. For more information, please go to section B16c.
Scripts on questions include scripts added via Skips and Scripts. For more information, please go to section B16.
Selectively present rule such as skipping added via the Selectively Present option. For more information, please go to section B16b.
Question links that are created in the Link Questions option in the Surveys Control box. For more information, please go to section B19.
Question rotation that is created via the group question rotation option in the Surveys Control box. For more information, please go to section B11.
Survey startup scripts that are evaluated prior to the survey beginning. For more information, please go to section B16c.

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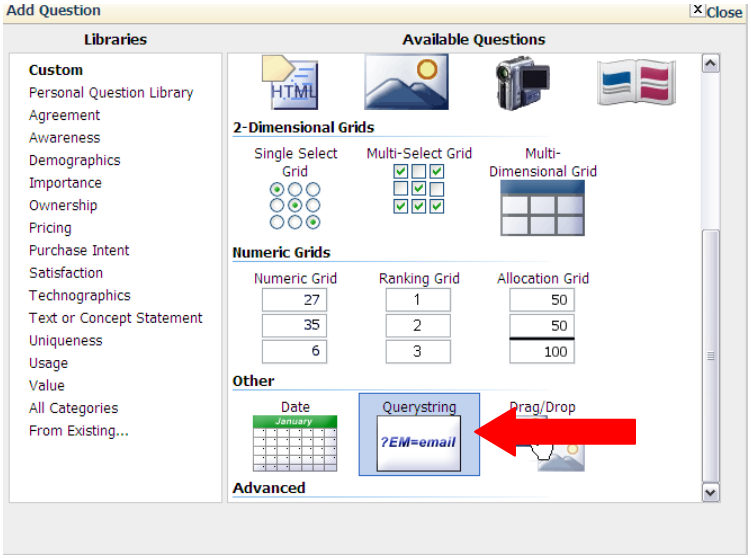
B18. Query Strings – Usage Details

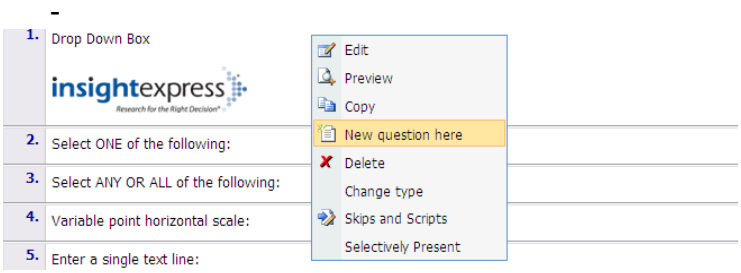
Many clients wish to identify respondents without directly asking them to identify themselves. **Query Strings** allow information to be captured when distributing the survey via your email list or Web site.

Query strings can capture a unique value, like ID number, account number, customer vs. prospect) to identify an individual respondent, or any other value to identify a group to which the respondent belongs. You may also use query strings to discover from which Web page respondents came.

A query string should be used as the FIRST question in your survey. Simply click on the first question of the survey and go to **New Question Here**. Multiple query string questions can be utilized to capture multiple identifiers, if needed.



The query string question(s) may also be added to the end of the survey and moved to the beginning. Simply go to **Add another question** and move the question within the **Reorder Questions** section. Or, click on the question number and use the blue arrows or asterisk to move the question forward in the survey.



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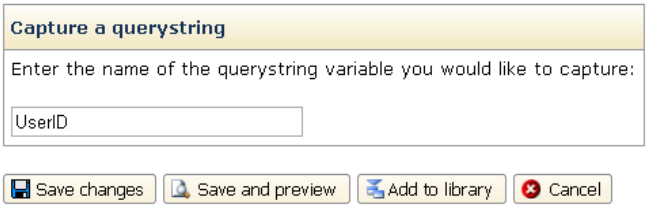
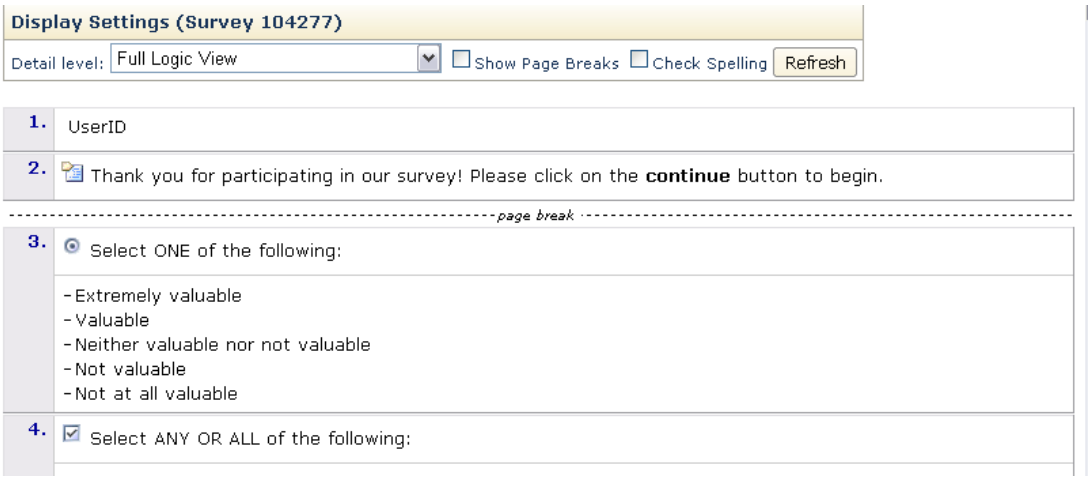
Give the query string parameter a name (in the example below, it's called UserID). The name you give it when creating your survey will be the name you append to your survey URL (the URL you receive when your survey goes live).

Please note: the query string value is case sensitive.



With the query string question "UserID" the parameter and identifier will be passed to the survey by adding the phrase "?UserID=12345" to the URL(where 12345 is the identifier, in this example). The survey will then reach into the URL, pull off the value 12345 and store the value in the query string question for that respondent.


Display Settings (Survey 104277)
Detail level: Full Logic View
Show Page Breaks
Check Spelling
Refresh
1. UserID
2. Thank you for participating in our survey! Please click on the continue button to begin.
page break
3. Select ONE of the following:
- Extremely valuable
- Valuable
- Neither valuable nor not valuable
- Not valuable
- Not at all valuable
4. Select ANY OR ALL of the following:

If you have multiple query string parameters in your survey use the following format:

?Parameter1=value1**&**Pararmeter2=value2

Do not use the following names for your query string parameters, as they are reserved identifiers: **id, accesscode, onfinish, noemail, resetposition, questionnumber, L, username, password.**

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It is not recommended to use an easily identifiable unique value, such as a respondent's name, email address or account ID.

Other Query string names that should not be used:

id
AccessCode
InlineValidation
resetPosition
startingPosition
invited
PanelistID
mID
cmrID
ftouch
ageTarget
TemplateID
refer
close
preview
livePreview
setanswer
_siteID
username
password

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Fielding Your Survey with Query Strings

When fielding your survey with a query string, add the name of the query string parameter and the value to the end of the URL sent to you by InsightExpress.

For example:

http://www.insightexpress.con/s/abcde

Will become

http://www.insightexpress.con/s/abcde?userid=456789

When the respondent completes the survey, the value of 456789 will be stored as an answer in the survey data file.

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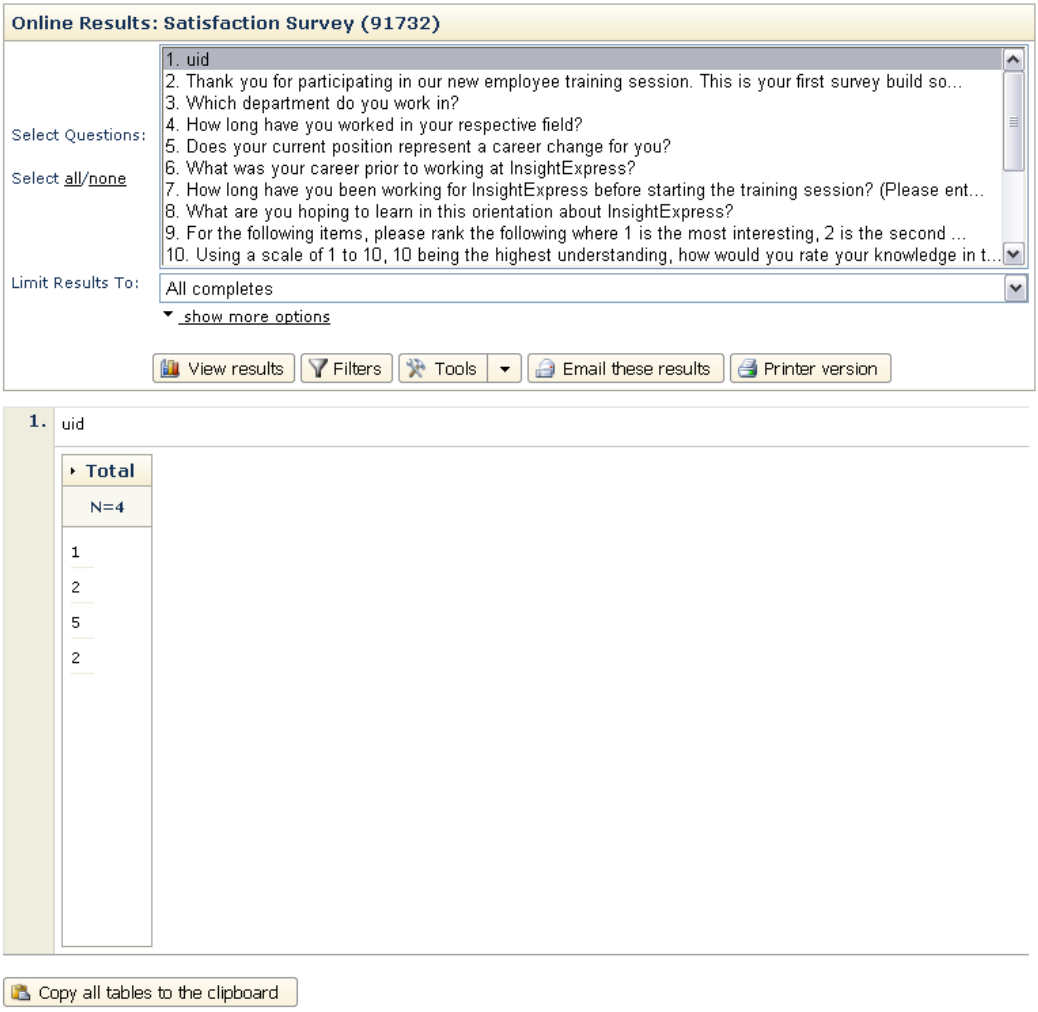
Query Strings: Accessing the Results

When accessing the topline results of the survey, the query string value is recorded and viewable on a respondent level.


Online Results: Satisfaction Survey (91732)
Select Questions:
Select all/none
1. uid
2. Thank you for participating in our new employee training session. This is your first survey build so...
3. Which department do you work in?
4. How long have you worked in your respective field?
5. Does your current position represent a career change for you?
6. What was your career prior to working at InsightExpress?
7. How long have you been working for InsightExpress before starting the training session? (Please ent...
8. What are you hoping to learn in this orientation about InsightExpress?
9. For the following items, please rank the following where 1 is the most interesting, 2 is the second ...
10. Using a scale of 1 to 10, 10 being the highest understanding, how would you rate your knowledge in t...
Limit Results To:
All completes
show more options
View results
Filters
Tools
Email these results
Printer version
1. uid
Total
N=4
1
2
5
2
Copy all tables to the clipboard

When downloading the Excel file or the new code book with raw respondent-level data, the query string value for the respondent is also recorded in the row containing the respondent's answers. The data can easily be merged back using the value as a key to the database.

For additional information on the Excel file or the raw respondent-level data, please refer to section F5.

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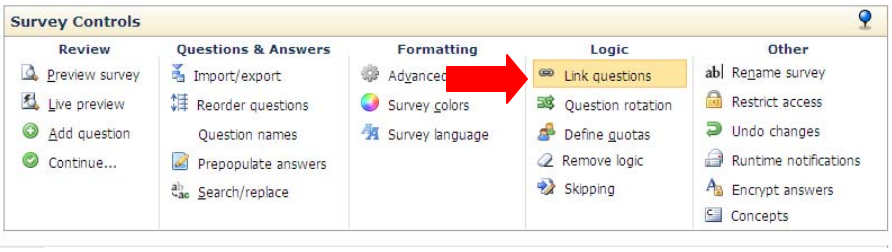
B19. Link Questions

With the Link Questions option, responses that were selected (or not selected) from one question pipe into the next. To enable this powerful piping function, you must link questions together. This three step process includes:

1. Identifying the source question
2. Identifying the destination question
3. Selecting the piping options or attributes



Please note that the following question types can be linked:

- Single Select to Single Select
- Multi-Select to Single or Multi Select
- Grid question to Multi Select or Single Select

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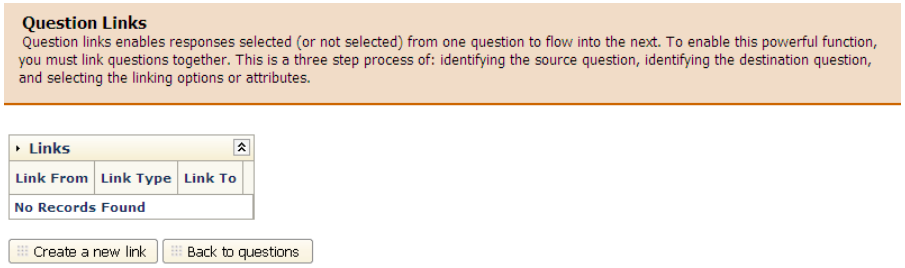
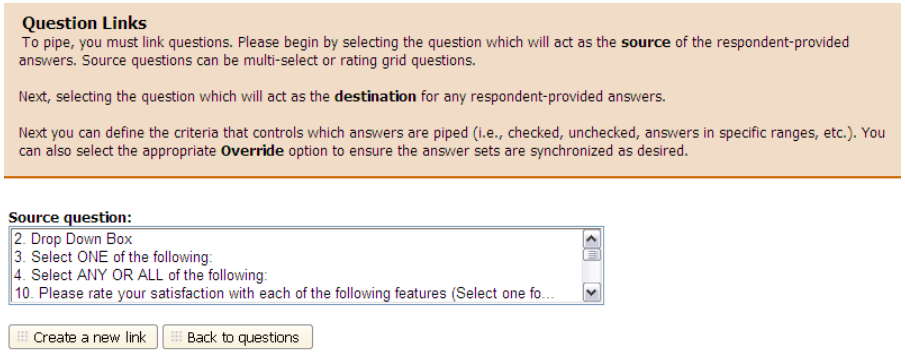
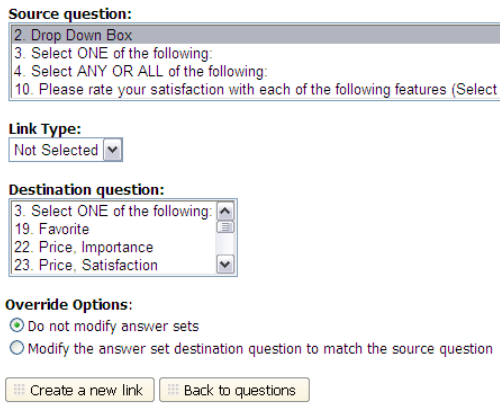
When you click on the **Link Questions** option you will see existing “links” and have the option to create new links.


Question Links
Question links enables responses selected (or not selected) from one question to flow into the next. To enable this powerful function, you must link questions together. This is a three step process of: identifying the source question, identifying the destination question, and selecting the linking options or attributes.
Links
Link From
Link Type
Link To
No Records Found
Create a new link
Back to questions

To Link Questions, the first step is to choose the Source question. There are certain question types that can be linked together and they will appear in the box below.


Question Links
To pipe, you must link questions. Please begin by selecting the question which will act as the source of the respondent-provided answers. Source questions can be multi-select or rating grid questions.
Next, selecting the question which will act as the destination for any respondent-provided answers.
Next you can define the criteria that controls which answers are piped (i.e., checked, unchecked, answers in specific ranges, etc.). You can also select the appropriate Override option to ensure the answer sets are synchronized as desired.
Source question:
2. Drop Down Box
3. Select ONE of the following:
4. Select ANY OR ALL of the following:
10. Please rate your satisfaction with each of the following features (Select one fo...
Create a new link
Back to questions

Once you select the source question, the page will refresh itself and present you with more options.


Source question:
2. Drop Down Box
3. Select ONE of the following:
4. Select ANY OR ALL of the following:
10. Please rate your satisfaction with each of the following features (Select one fo...
Link Type:
Not Selected
Destination question:
3. Select ONE of the following:
19. Favorite
22. Price, Importance
23. Price, Satisfaction
Override Options:
Do not modify answer sets
Modify the answer set destination question to match the source question
Create a new link
Back to questions

The link type depends on the question type of the source question. With single select questions you can only pipe through the responses that weren’t selected. For multi-select questions you can pipe through the responses that were or were not selected. For grid question types, you can pipe through values greater than, less than or equal to. (As detailed in section B4m, Numeric Grid question types

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are simply the values that the respondent inserts. For single select or multi-select grid questions, the value is the code of the column that you want to bring over. Single Select grid question types code the first column as 0 and then continue to n. Multi Select grid question types code the first column as 1 and then continue to n.)

The third step to link questions is selecting the destination question. In order to properly link questions, the answer set for the destination question must match the answer set for the source question.

Once you select the destination question, you have two additional options:

Do not modify the answer set leaves the source question and destination question answer sets untouched. Sometimes we have a None of the Above option in the source question that we do not want in the destination question and this option would be appropriate.

Modify the answer set edits the destination question to match the source question. In order for the linking feature to work, the answer sets for the source question and destination question must be identical. If you believe that the answer choices are not identical, this would be the appropriate option to select.

After you set up the features for the link, you click on Create Link.

The next page will show you the link that you have created:

It will also show you the source question, the link type, and the destination question. You will have the option to modify the link or remove the link when it is no longer necessary.

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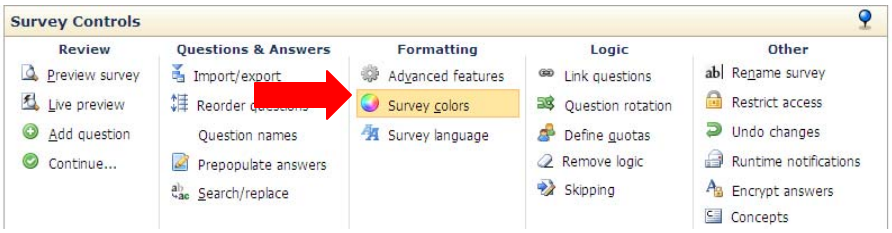
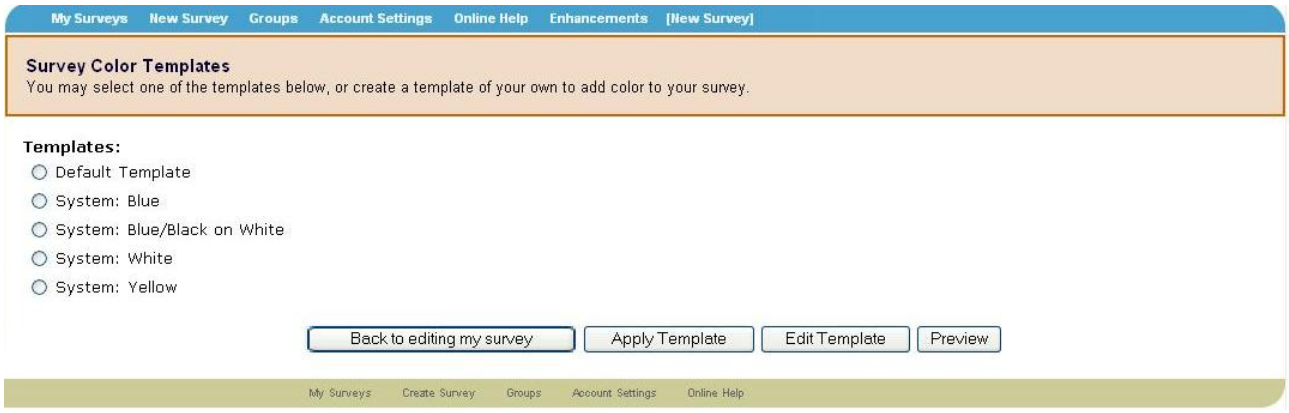
B20. Survey Appearance

Survey Colors

In order to help clients comply with branding guidelines and/or facilitate personal preferences, various aspects of the survey, including colors, text, background, font type and size, may be modified.



You can adjust a template by clicking on **Default Template**. The survey templates use **Cascading Style Sheets**. Cascading Style Sheets are a style sheet mechanism that allows authors and readers to attach style to Web pages to control color, font and layout of the survey. Select the **Default Template** and click **Edit Template**.



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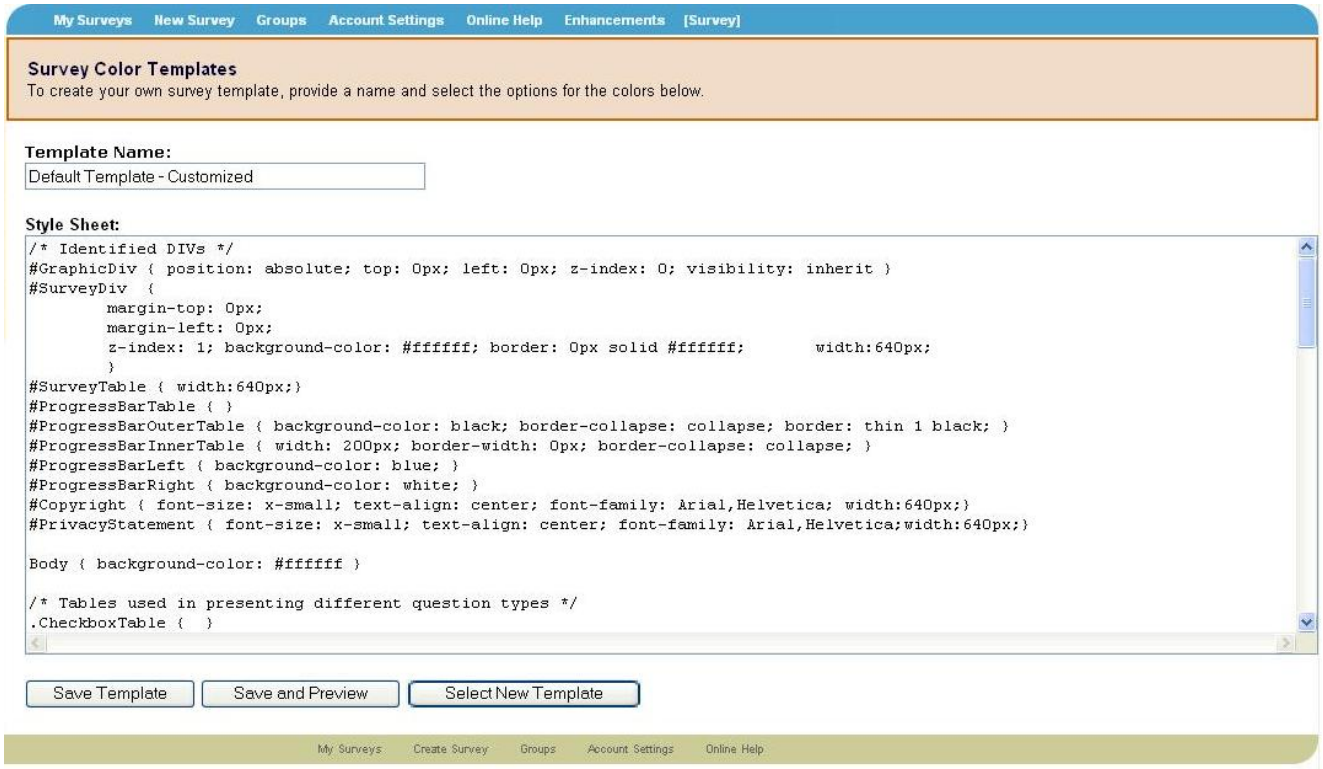
From the **Edit Template** screen, you can name the template and adjust the Survey Table width, the overall font and font size of the survey, the width of grids, and question types among other adjustments. If you are interested in customizing your template please contact your account representative.


My Surveys
New Survey
Groups
Account Settings
Online Help
Enhancements
[Survey]
Survey Color Templates
To create your own survey template, provide a name and select the options for the colors below.
Template Name:
Default Template - Customized
Style Sheet:
/* Identified DIVs */
#GraphicDiv { position: absolute; top: 0px; left: 0px; z-index: 0; visibility: inherit }
#SurveyDiv {
margin-top: 0px;
margin-left: 0px;
z-index: 1; background-color: #ffffff; border: 0px solid #ffffff; width:640px;
}
#SurveyTable { width:640px;}
#ProgressBarTable { }
#ProgressBarOuterTable { background-color: black; border-collapse: collapse; border: thin 1 black; }
#ProgressBarInnerTable { width: 200px; border-width: 0px; border-collapse: collapse; }
#ProgressBarLeft { background-color: blue; }
#ProgressBarRight { background-color: white; }
#Copyright { font-size: x-small; text-align: center; font-family: Arial,Helvetica; width:640px;}
#PrivacyStatement { font-size: x-small; text-align: center; font-family: Arial,Helvetica;width:640px;}
Body { background-color: #ffffff }
/* Tables used in presenting different question types */
.CheckboxTable { }
Save Template
Save and Preview
Select New Template
My Surveys
Create Survey
Groups
Account Settings
Online Help

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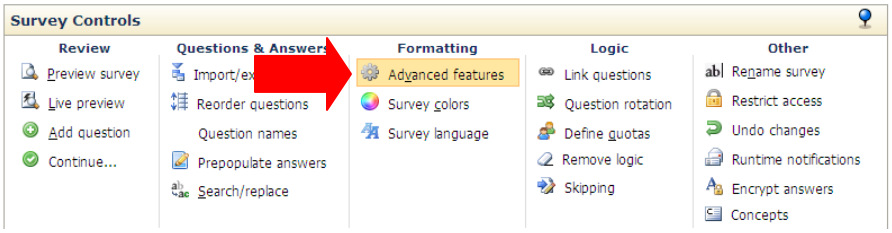
B21. Advanced Features

When providing your own respondent list, email lists, or Web site respondents, you have the option to modify your survey's header, footer, thank you page or thank you URL.



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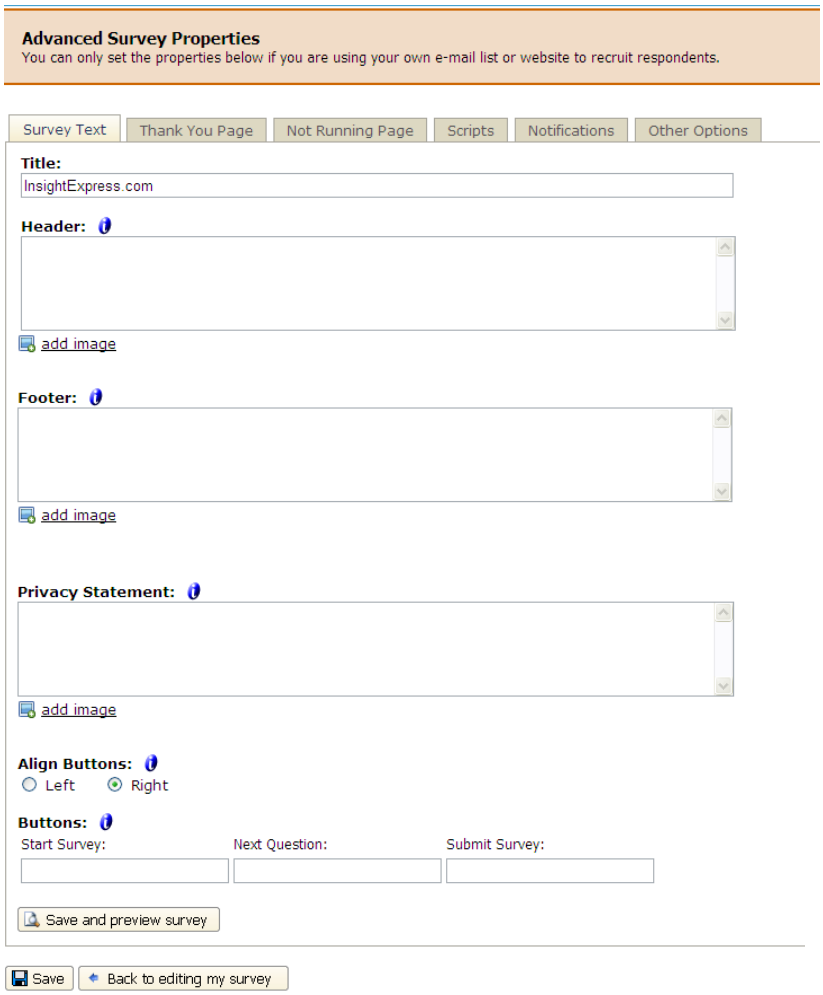
The following screen, accessed by clicking on **Survey Text** at the top of the page, allows you to enter information to modify the window title, header, footer, survey buttons, and privacy statement.

You also have the ability to **add images** into the header, footer and privacy statement. (Adding images is the same process that has been reviewed previously. Please refer to section B4i for additional information.)



Once you have made the desired survey appearance changes,you may save the changes and preview the survey at the same time. If you chooseto save the changes and return to the Sequence Questions page, simply select Save. If you have no changes to save, select **Back to editing my survey**.

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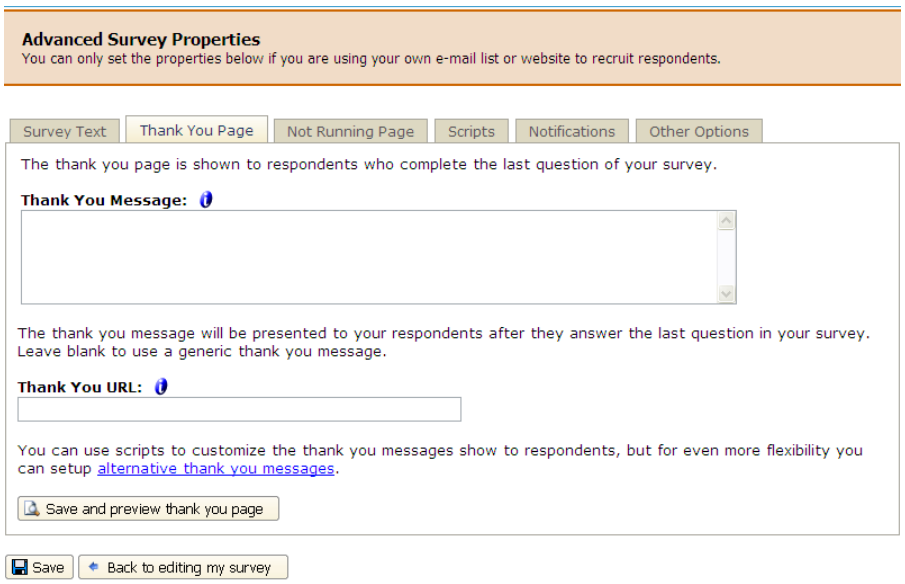
To modify the thank you page and thank you URL, click on **Thank You Page**. Upon survey completion, the specified thank you URL will take respondents to the desired Web page. Be sure to use the entire URL starting with “http”.


Advanced Survey Properties
You can only set the properties below if you are using your own e-mail list or website to recruit respondents.
Survey Text
Thank You Page
Not Running Page
Scripts
Notifications
Other Options
The thank you page is shown to respondents who complete the last question of your survey.
Thank You Message:
The thank you message will be presented to your respondents after they answer the last question in your survey. Leave blank to use a generic thank you message.
Thank You URL:
You can use scripts to customize the thank you messages show to respondents, but for even more flexibility you can setup alternative thank you messages.
Save and preview thank you page
Save
Back to editing my survey

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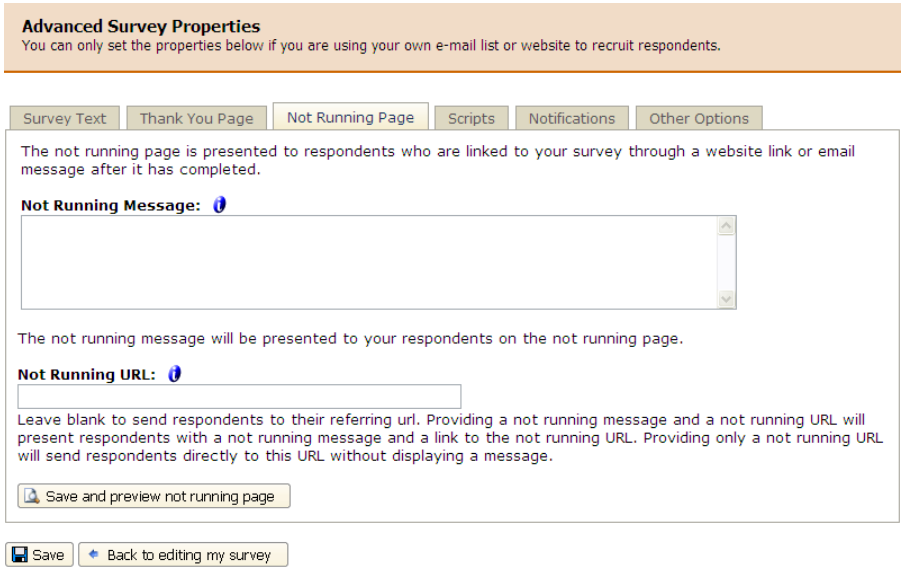
Should a respondent attempt to click on a link to a closed survey, the **Not Running Page** will be displayed.

In order to modify the Not Running page and URL, simply click on **Not Running Page**.


Advanced Survey Properties
You can only set the properties below if you are using your own e-mail list or website to recruit respondents.
Survey Text
Thank You Page
Not Running Page
Scripts
Notifications
Other Options
The not running page is presented to respondents who are linked to your survey through a website link or email message after it has completed.
Not Running Message:
The not running message will be presented to your respondents on the not running page.
Not Running URL:
Leave blank to send respondents to their referring url. Providing a not running message and a not running URL will present respondents with a not running message and a link to the not running URL. Providing only a not running URL will send respondents directly to this URL without displaying a message.
Save and preview not running page
Save
Back to editing my survey

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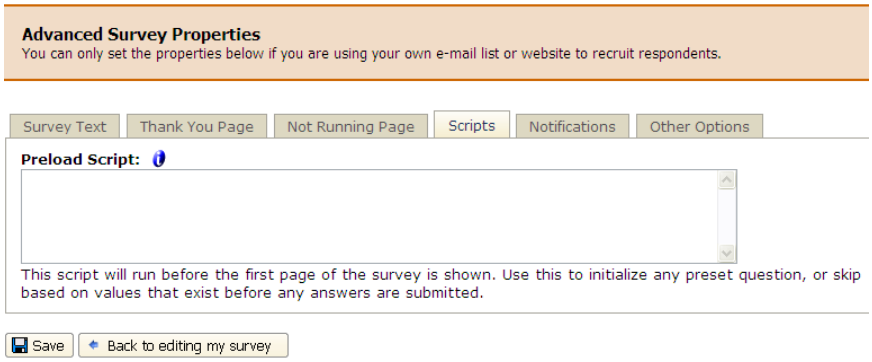
On the **Scripts** page you may program any preset scripting.


Advanced Survey Properties
You can only set the properties below if you are using your own e-mail list or website to recruit respondents.
Survey Text
Thank You Page
Not Running Page
Scripts
Notifications
Other Options
Preload Script:
This script will run before the first page of the survey is shown. Use this to initialize any preset question, or skip based on values that exist before any answers are submitted.
Save
Back to editing my survey

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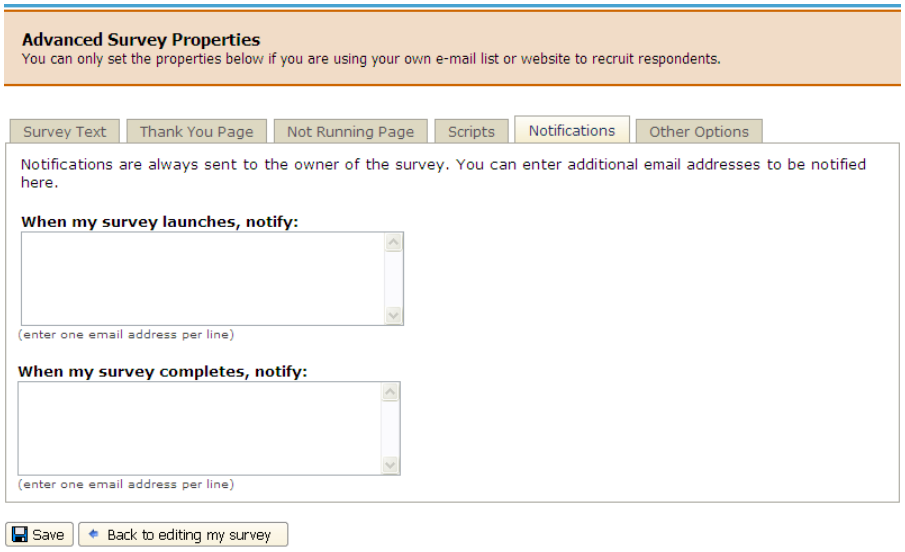
Whenever the status of a survey changes, InsightExpress will automatically generate a status email sent to the address provided in the billing section.

If you would like status emails sent to additional contacts, please click on the **Notifications** tab and specify email recipients who should receive notifications when a survey launches (goes live) or when a survey closes field.


Advanced Survey Properties
You can only set the properties below if you are using your own e-mail list or website to recruit respondents.
Survey Text
Thank You Page
Not Running Page
Scripts
Notifications
Other Options
Notifications are always sent to the owner of the survey. You can enter additional email addresses to be notified here.
When my survey launches, notify:
(enter one email address per line)
When my survey completes, notify:
(enter one email address per line)
Save
Back to editing my survey

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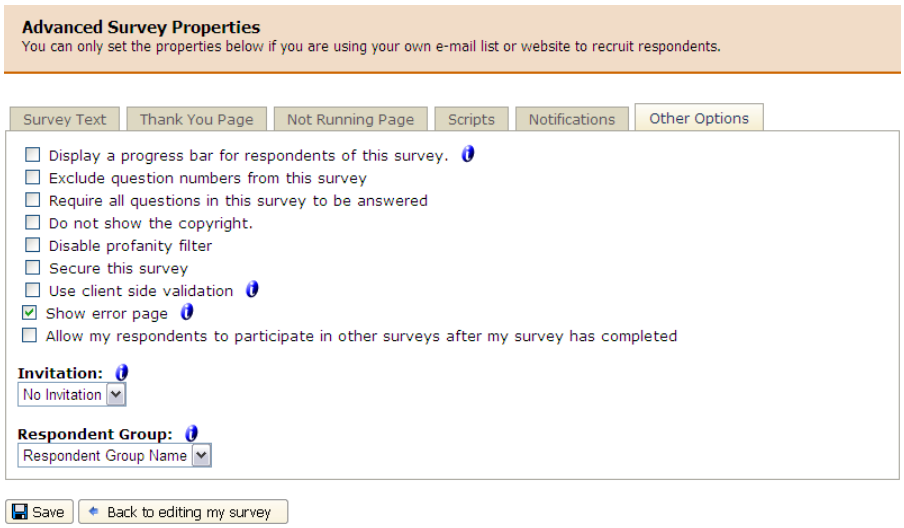
The **Other Options** page provides many additional options for modifying your survey:

- **Displaying and Aligning a Progress Bar**
- **Exclude Question Numbers**
- **Assigning an Invitation** or **Respondent Group** to your survey


Advanced Survey Properties
You can only set the properties below if you are using your own e-mail list or website to recruit respondents.
Survey Text
Thank You Page
Not Running Page
Scripts
Notifications
Other Options
Display a progress bar for respondents of this survey.
Exclude question numbers from this survey
Require all questions in this survey to be answered
Do not show the copyright.
Disable profanity filter
Secure this survey
Use client side validation
Show error page
Allow my respondents to participate in other surveys after my survey has completed
Invitation:
No Invitation
Respondent Group:
Respondent Group Name
Save
Back to editing my survey

These options include:

- **Display a progress bar** shows respondents how far along they are in the survey as they progress.
- **Exclude question numbers from this survey** allows you to remove the question numbers from the survey.
- **Require all questions in the survey to be answered** forces all questions, including those that are created as optional, by default.
- **Do not show the copyright** gives you the option not to show the InsightExpress copyright.
- **Disable the profanity filter** allows you to see all verbatim responses in your results regardless if any profanity was included.
- **Secure this survey** allows you to make your survey secure and have a URL that begins with https://
- **Use client side validation** allows respondents to continue through the survey when they skip a question even if all questions are required.
- **Show error page** allows you to show a separate error page for unanswered required questions.
- **Respondent Group** allows you to associate the survey with a Respondent Group that was created for those surveys that you wish to have only a certain set of respondents enter the survey or you have pre-populated some questions. Please refer to section B14 for additional information.

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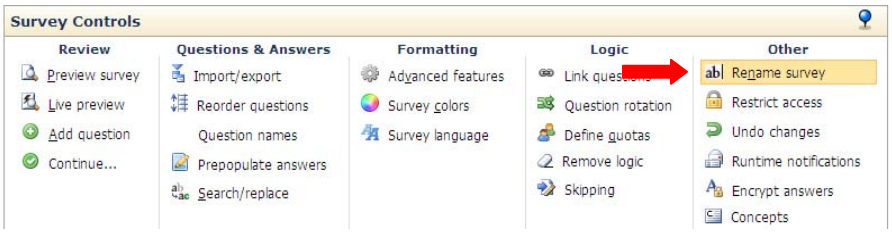
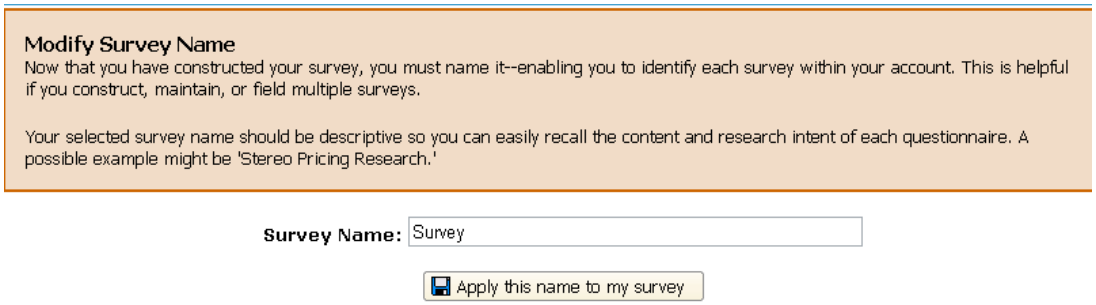
B22. Rename Survey

You may name or edit the name of a survey as it is created.

To change the name of your survey, click on the **Rename survey** link in the **Survey Controls**. A box will appear on the screen. Enter your new survey name in the box and click on the **Apply this name to my survey** button.



The default survey name for new surveys is “New Survey.”


Modify Survey Name
Now that you have constructed your survey, you must name it--enabling you to identify each survey within your account. This is helpful if you construct, maintain, or field multiple surveys.
Your selected survey name should be descriptive so you can easily recall the content and research intent of each questionnaire. A possible example might be 'Stereo Pricing Research.'
Survey Name:
Survey
Apply this name to my survey

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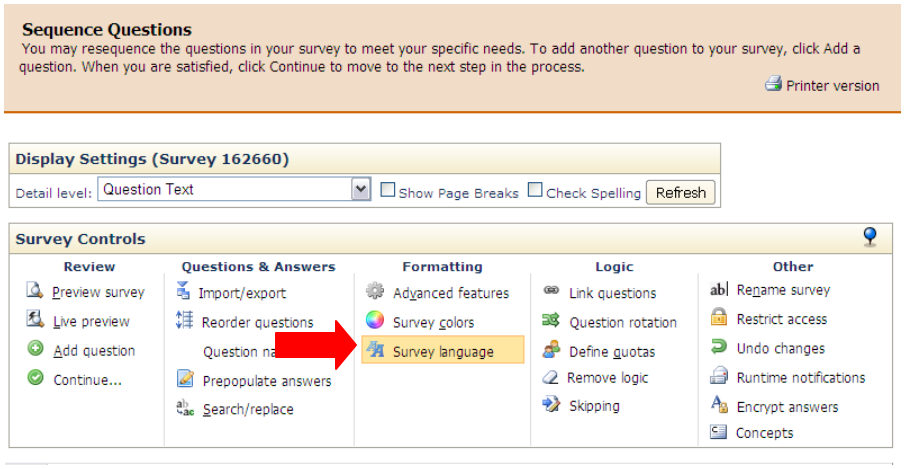
B23. Survey Language

Your survey directives (i.e., error messages, progress bar, Next Question and Submit Buttons) can be launched in any of the foreign languages listed below.

Please note: changing the language will only impact the directives of the survey. The actual survey will not be translated. The survey itself will need to be translated into a specific language before programming.



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Select Survey Language

Below you can select the language that will be use when providing directives to respondents. Directives include messages to respondents prompting them to provide mandatory information, "Next Question" controls, etc. When programming your InsightExpress survey in another language, you should select the corresponding language below.

Present directives, error messages, and prompts in my survey using this language:

- ○ Brazalian Portuguese
- ○ Chinese-Simplified
- ○ Chinese-Traditional
- ○ Czech
- ○ Danish
- ○ Dutch
- ◉ English
- ○ Euro Portuguese
- ○ European Spanish
- ○ Finnish
- ○ French
- ○ German
- ○ Greek
- ○ Hindi
- ○ Hungarian
- ○ Italian
- ○ Japanese
- ○ Korean
- ○ Norwegain
- ○ Polish
- ○ Portuguese
- ○ Russian
- ○ SPANISH LATIN
- ○ Spanish NorthAmerica
- ○ Swedish
- ○ Tagalog
- ○ Thai
- ○ Turkish

Use this language | Back to Questions

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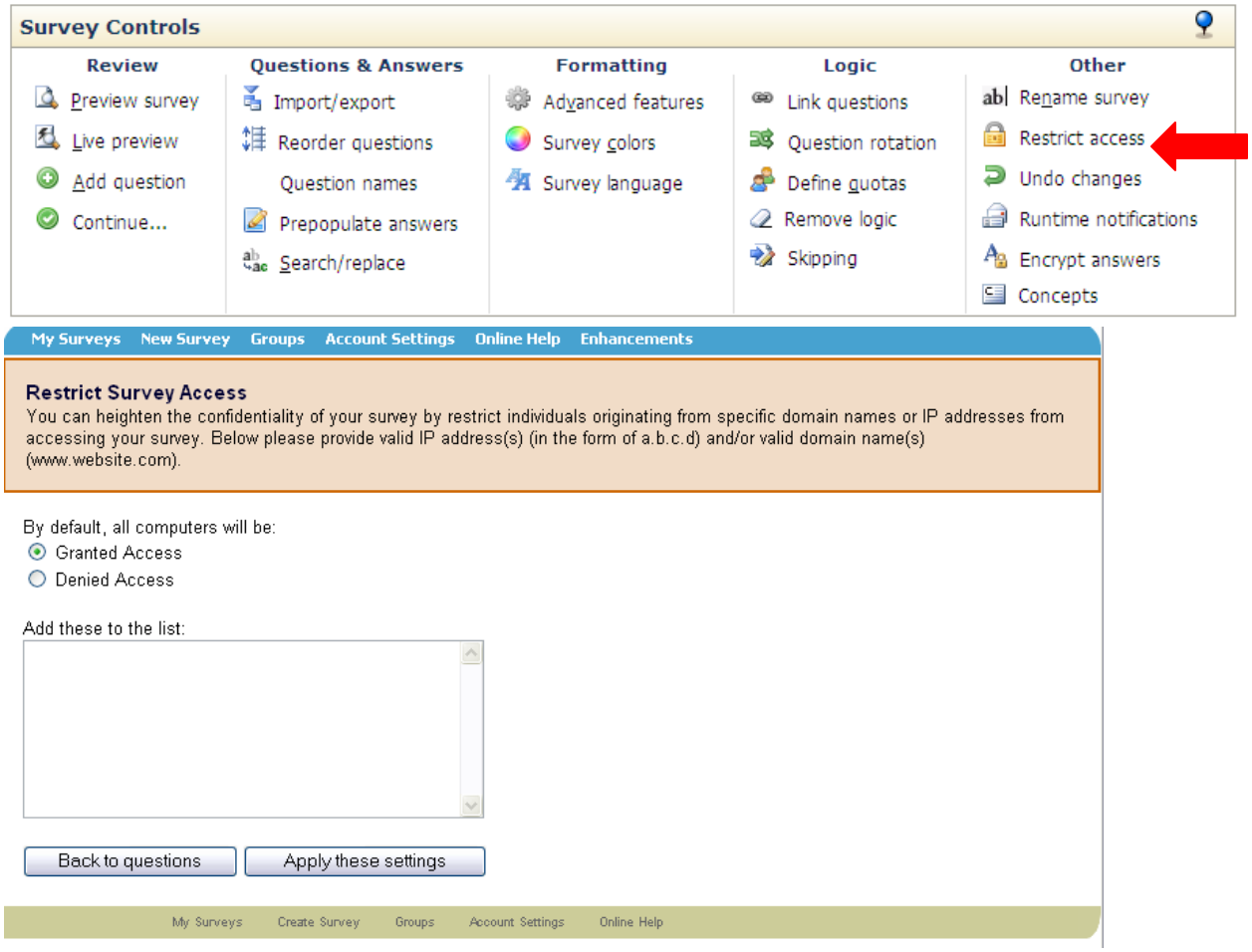
B24. Restrict Access

Some clients may choose to restrict access to their surveys. You have the ability to heighten the confidentiality of your survey by preventing individuals who originate from specific domain names or IP addresses from accessing your survey. To use this feature, click on the **Restrict access** link. A new page comes up, giving you the option to grant or restrict access to certain IP addresses or domain names.

You can grant access to a specific IP address or domain name by clicking on the **Granted Access** button and entering that address or domain in the box. All other addresses or domains will be blocked.

You can deny or restrict access to a specific IP address or domain name by clicking on the **Denied Access** button and entering that address or domain in the box. All other addresses or domains will be blocked.

Domain names should be entered as "www.site.com" and IP addresses should be entered as "a.b.c.d."



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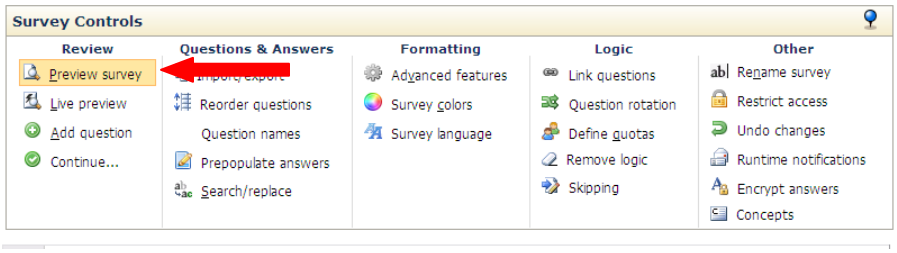
C. PREVIEW SURVEY

C1. Preview Questionnaire

If desired, you can test the questionnaire and override many run-time enforced rules (e.g., use of the browser “Back” button, etc). This feature allows you to view any specific question *after viewing the first page* by highlighting the **Jump to Question** option and then clicking on the appropriate question.

You can also see the preview from the beginning again by clicking on **Start Over** at any point throughout the survey. The Thank You page will not be seen when viewing the survey in the **Preview Survey** mode.



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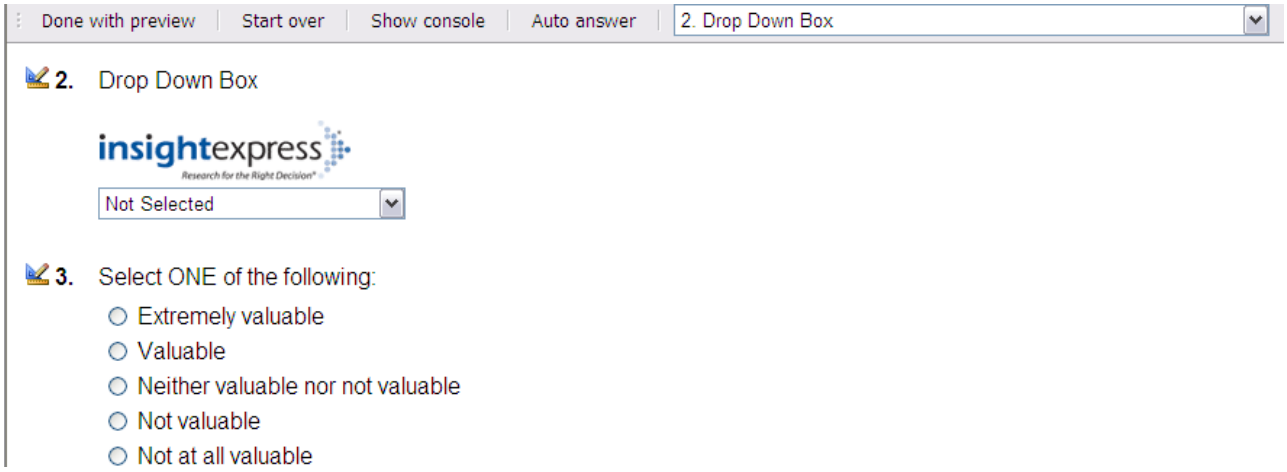
A. B. C. D. E.



Several options are available with Preview Survey:

Done with preview allows you to return to the **Sequence Questions** page.

Start over allows you to start the preview from the first question.

Show console allows you to monitor the logic in your survey to uncover and diagnose problems.

Auto answer automatically chooses answer choices.

Jump to question allows you to skip to a question in the survey without answering all prior questions after the first page of questions.

Please note: if the question that you are trying to jump to is selectively presented off of a previous question, you must answer the qualifying question before you can jump.

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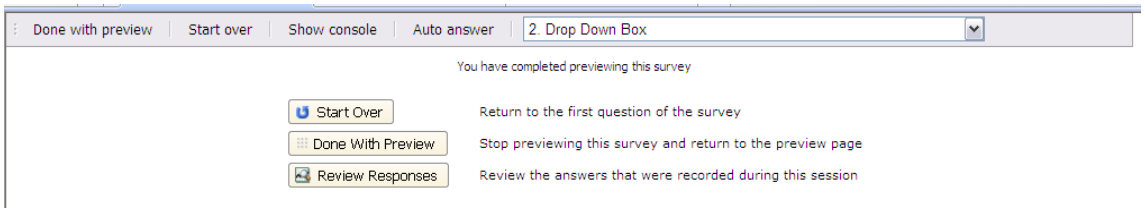
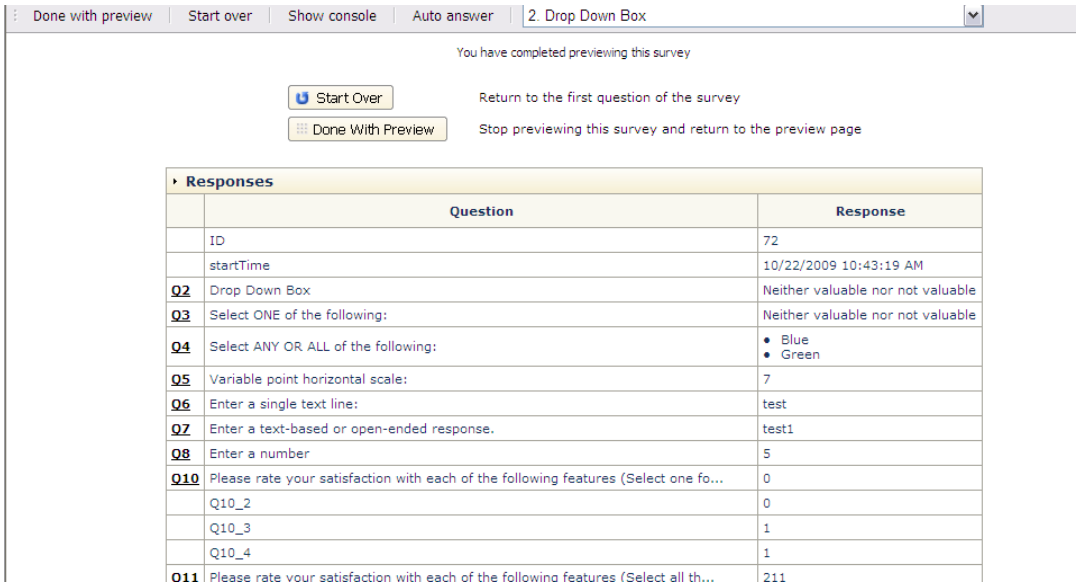
When the **Preview Survey** is complete, you will have the option to either **Start Over**, return to the **Sequence Questions** page, or **Review Responses**.


Done with preview
Start over
Show console
Auto answer
2. Drop Down Box
You have completed previewing this survey
Start Over
Return to the first question of the survey
Done With Preview
Stop previewing this survey and return to the preview page
Review Responses
Review the answers that were recorded during this session

Review Responses will show the answers that were recorded during the preview. These answers will not be counted towards the live survey results.

By clicking on the **question number** you can edit the question.



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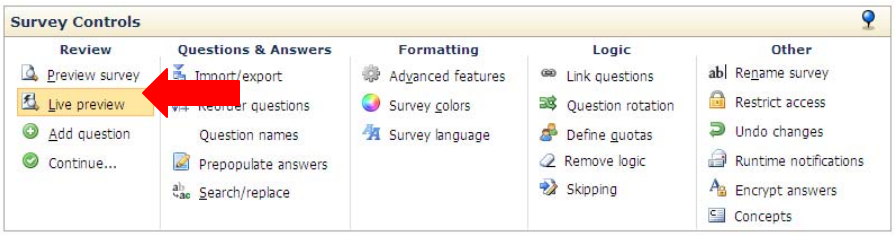
C2. Live Preview

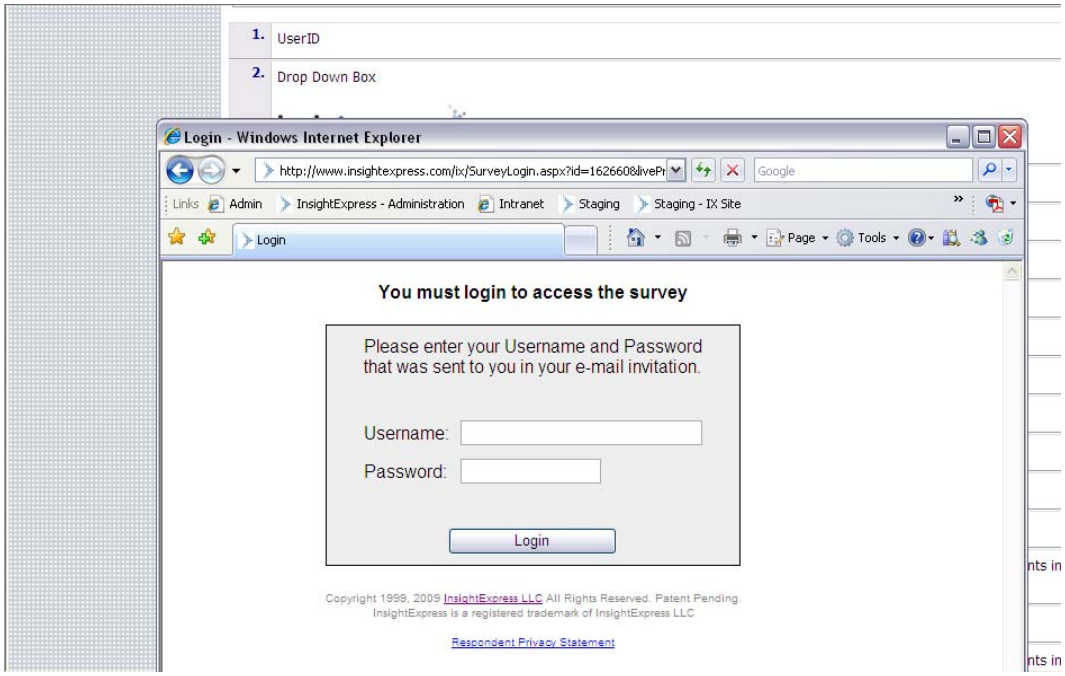
You can view the survey in advance exactly as it will appear for your respondents. This feature allows you to test the survey, questions and answers, and the Thank You page as they will actually look once your survey is launched.



The **Live Preview** opens in a new window with a unique URL. This feature is helpful if you would like to have someone view the survey who does not have an InsightExpress account. To share this survey with someone who is not an InsightExpress client, just copy the URL and paste it into an email.

Please note: the URL is often long and will most likely be truncated in the email, so you are advised to notify the recipient to copy and paste each line into a new browser.

The live preview can be seen in the smaller window in the following screenshot.



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Please note: if there is skip logic in your survey, the question numbers may appear out of sequence, as skipping is based off the actual placement of the questions. The question numbers will re-adjust themselves once the survey is live.

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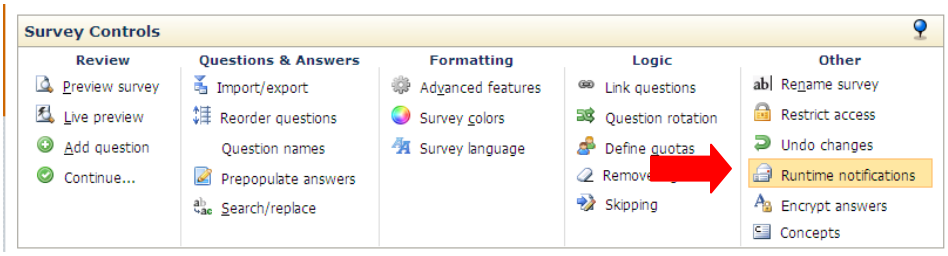
C3. Survey Parameters

C3a. Runtime Notifications

Receive notifications when any of the following occur:

- survey completes
- survey reaches a certain number of completes
- survey reaches a certain number of views
- a respondent provides certain answers



Please note: if you are interested in obtaining this feature please contact your InsightExpress account representative.

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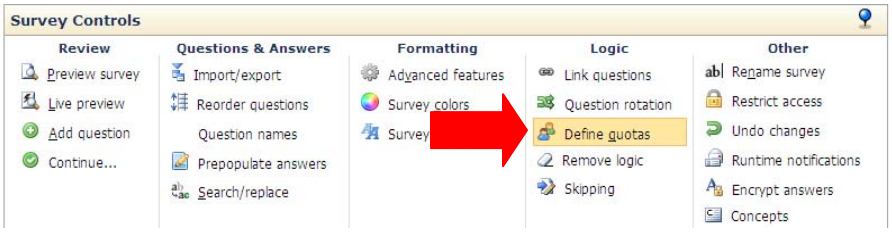
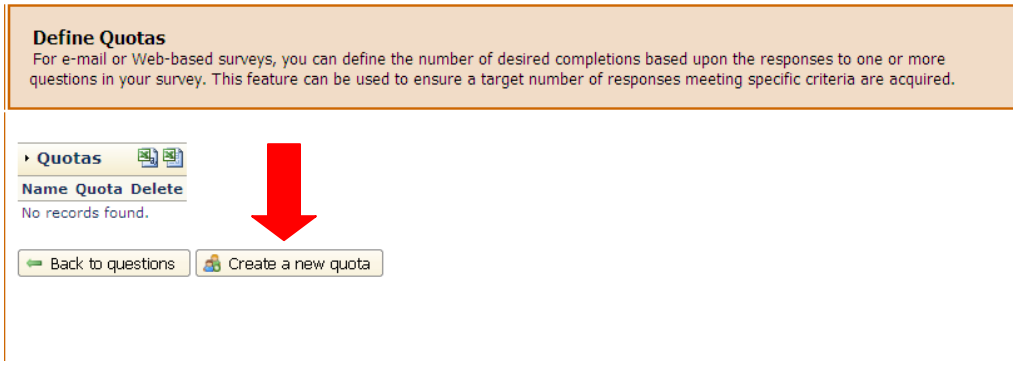
C3b. Define Completion Quotas

You may use **Quotas** to define the number of desired completions based upon the responses to one or more questions in your survey. This feature can ensure a target number of responses meeting specific criteria are acquired. Quotas can be used for e-mail or Web-based surveys.



To create a new quota, click **Create a new quota**.


Define Quotas
For e-mail or Web-based surveys, you can define the number of desired completions based upon the responses to one or more questions in your survey. This feature can be used to ensure a target number of responses meeting specific criteria are acquired.
Quotas
Name Quota Delete
No records found.
Back to questions
Create a new quota

First, name the quota and assign a quota size. Quotas can be used to exclude respondents who do not qualify for your audience. They can also put a cap on completes that answer a question in a certain way, although they should not be used to capture minimums.

Once the quota has reached its target number of completes, respondents will be sent to the end of the survey and not counted as a complete.

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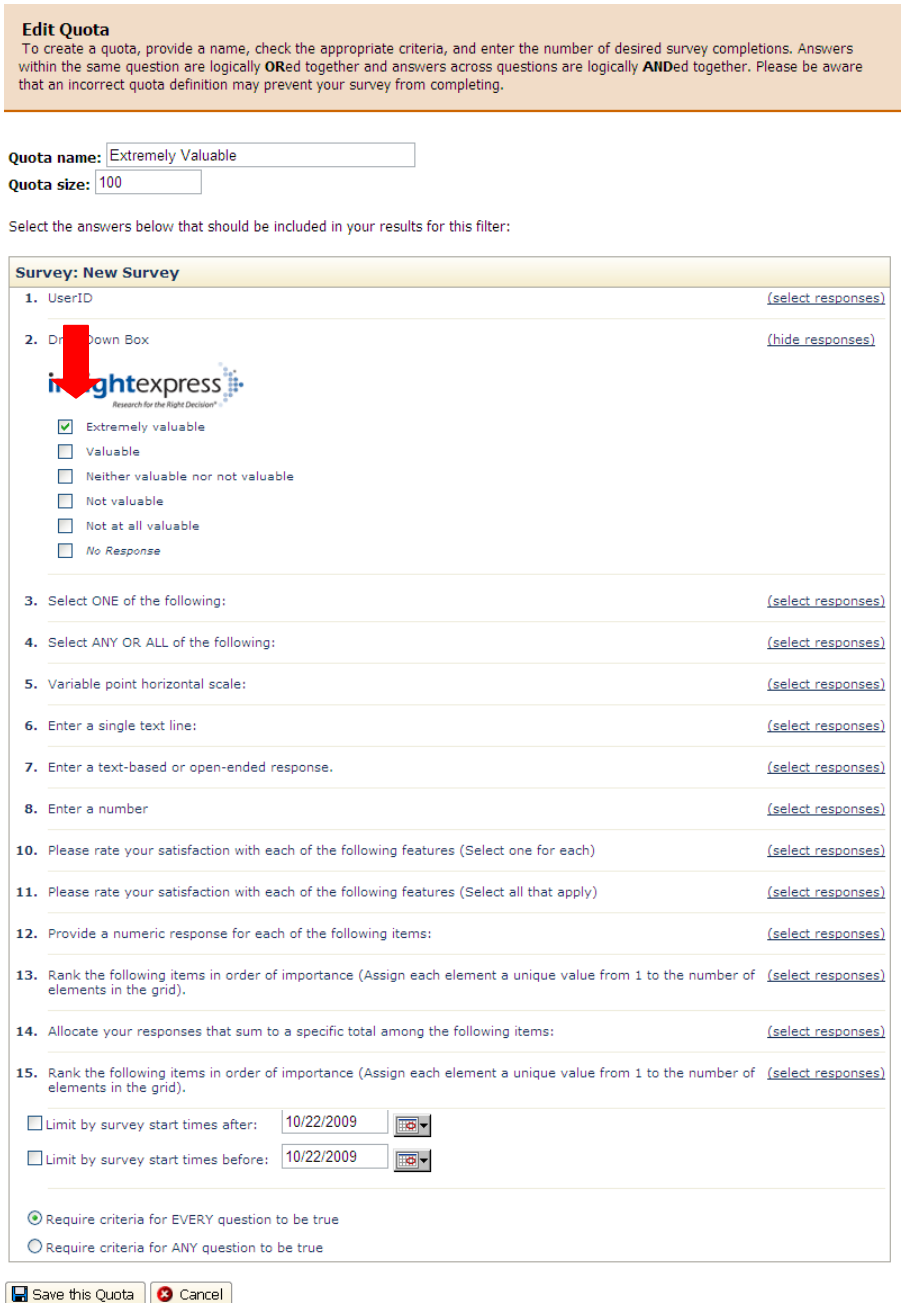
After naming the quota and setting the quota size, you will choose the answer choice associated with the quota. Simply check off the checkbox associated with the answer choice and then save the quota.


Edit Quota
To create a quota, provide a name, check the appropriate criteria, and enter the number of desired survey completions. Answers within the same question are logically ORed together and answers across questions are logically ANDed together. Please be aware that an incorrect quota definition may prevent your survey from completing.
Quota name: Extremely Valuable
Quota size: 100
Select the answers below that should be included in your results for this filter:
Survey: New Survey
1. UserID (select responses)
2. Down Box (hide responses)
Extremely valuable
Valuable
Neither valuable nor not valuable
Not valuable
Not at all valuable
No Response
3. Select ONE of the following: (select responses)
4. Select ANY OR ALL of the following: (select responses)
5. Variable point horizontal scale: (select responses)
6. Enter a single text line: (select responses)
7. Enter a text-based or open-ended response. (select responses)
8. Enter a number (select responses)
10. Please rate your satisfaction with each of the following features (Select one for each) (select responses)
11. Please rate your satisfaction with each of the following features (Select all that apply) (select responses)
12. Provide a numeric response for each of the following items: (select responses)
13. Rank the following items in order of importance (Assign each element a unique value from 1 to the number of elements in the grid). (select responses)
14. Allocate your responses that sum to a specific total among the following items: (select responses)
15. Rank the following items in order of importance (Assign each element a unique value from 1 to the number of elements in the grid). (select responses)
Limit by survey start times after: 10/22/2009
Limit by survey start times before: 10/22/2009
Require criteria for EVERY question to be true
Require criteria for ANY question to be true
Save this Quota
Cancel

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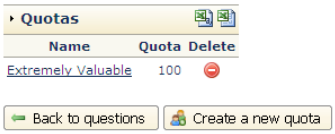
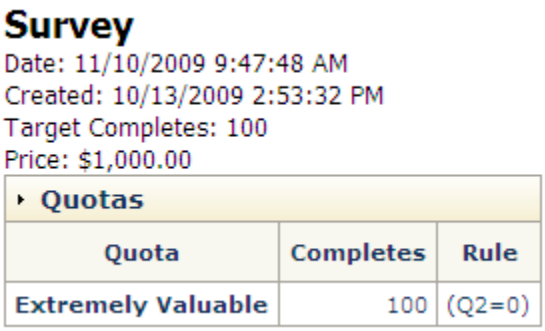
Once the quota has been saved, you will see the quota in the quota table when you return to the **Define Quotas** page. It will display the quota name, the quota amount and the option to delete the quota. You will also be able to export this table to a CSV file or an Excel file by selecting the appropriate icon on the top right hand of the table.



The quota rule will also appear on the Printer Version of the survey:



If you add or delete questions or answer choices before setting your quota rule, you will have to update the quota by editing it. It is best to set your quotas once the survey is finalized**.**

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D. RESPONDENT RECRUITMENT

A variety of client-provided respondent sources may be employed in your study, including opt-in email lists of:

- your customers
- your employees
- your Web site visitors

Please note that external sample options, delivered by InsightExpress via e-RDD or our longstanding sample partnerships, are not available in this setting.

Surveys may be distributed to respondents in two ways:

1. InsightExpress provides the client with a link to the survey. The client then sends this link to their opt-in respondent list using their preferred communication method.

2. Clients may employ our **Mailing Batches** feature to distribute the survey link to respondents. Please contact your Account Executive for more information on Mailing Batches, including a tutorial and additional support materials that provide specific instruction.

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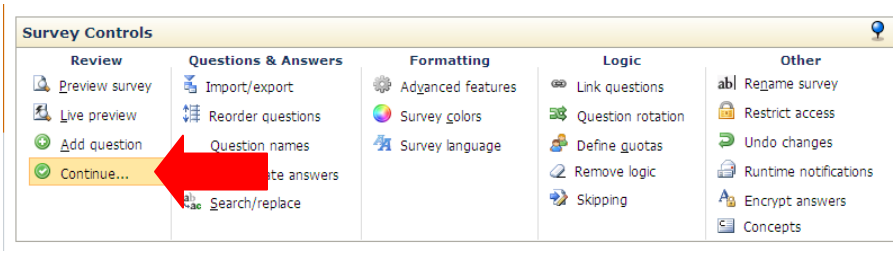
E. SURVEY LAUNCH

E1. Submitting the Survey

There are a number of steps that must be followed in order to prepare your survey to submit for processing.

Once you have finished building your survey, you start the approval process by clicking on the **Continue** option in the Review column in the Survey Controls box.



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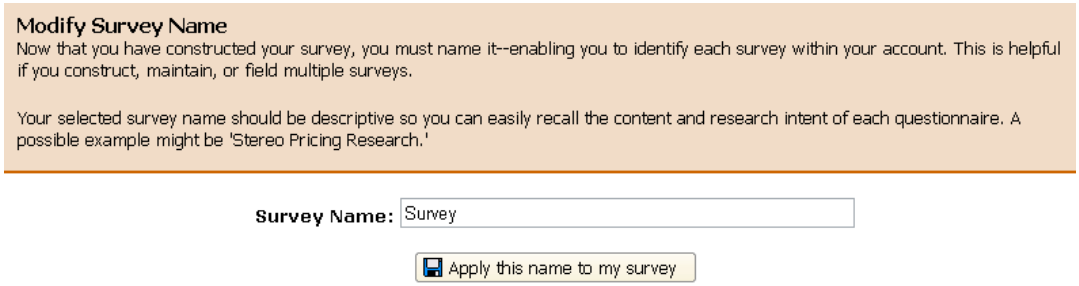
On the next page you will be prompted to name or modify the name of your survey.


Modify Survey Name
Now that you have constructed your survey, you must name it--enabling you to identify each survey within your account. This is helpful if you construct, maintain, or field multiple surveys.
Your selected survey name should be descriptive so you can easily recall the content and research intent of each questionnaire. A possible example might be 'Stereo Pricing Research.'
Survey Name:
Survey
Apply this name to my survey

Type in the desired name and click **Apply this name to my survey.** If you've already named your survey, simply confirm the name you selected and click **Apply this name to my survey**.

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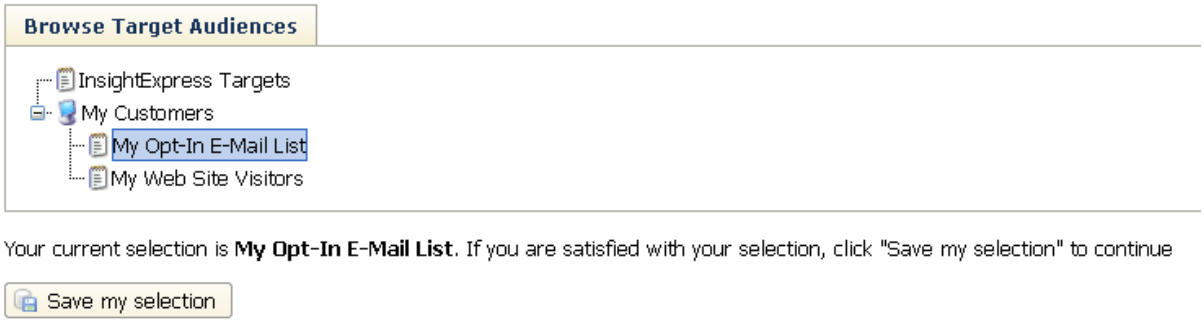
E2. Selecting the Target Audience

Once the name of the survey has been applied, you will be brought to the **Target Audience** screen. Here you can choose from **My Opt-In Email List** or **My Web Site Visitors**, depending on to whom your survey will be sent.

Once the audience is selected, click the **Save my selection** button at the bottom of the screen.


Browse Target Audiences
InsightExpress Targets
My Customers
My Opt-In E-Mail List
My Web Site Visitors
Your current selection is My Opt-In E-Mail List. If you are satisfied with your selection, click "Save my selection" to continue
Save my selection

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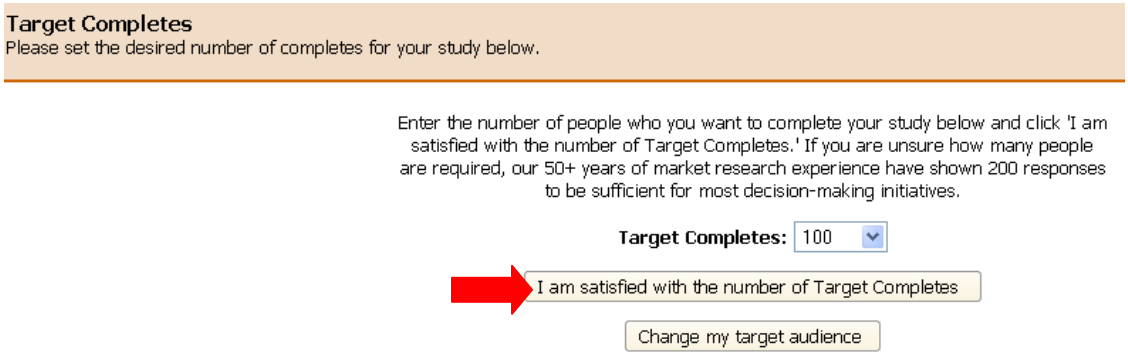
E3. Target Completes

After selecting the target audience, you are brought to the **Target Completes** page. Here you will determine how many completed surveys are necessary for your study.

Once the target number of completes is entered, click on the **I am satisfied with the number of Target Completes** button. If you would like to go back and change the target audience, click on the **Change my target audience** button.


Target Completes
Please set the desired number of completes for your study below.
Enter the number of people who you want to complete your study below and click 'I am satisfied with the number of Target Completes.' If you are unsure how many people are required, our 50+ years of market research experience have shown 200 responses to be sufficient for most decision-making initiatives.
Target Completes: 100
I am satisfied with the number of Target Completes
Change my target audience

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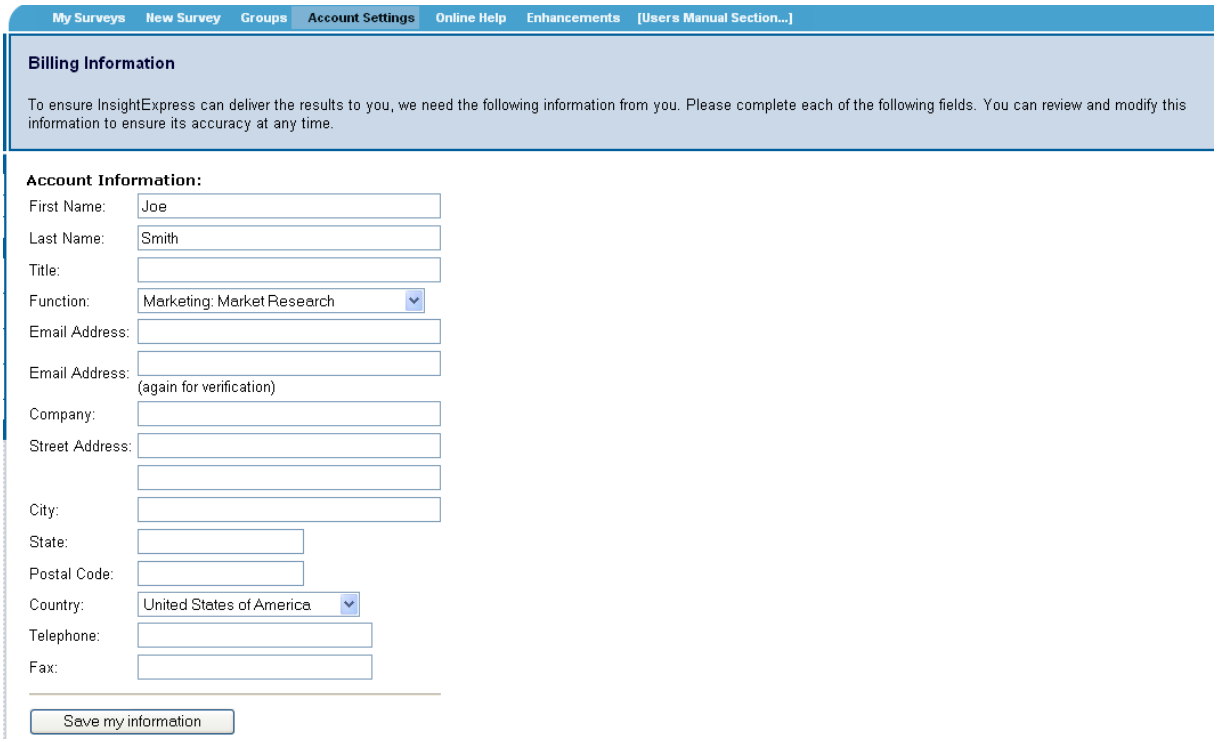
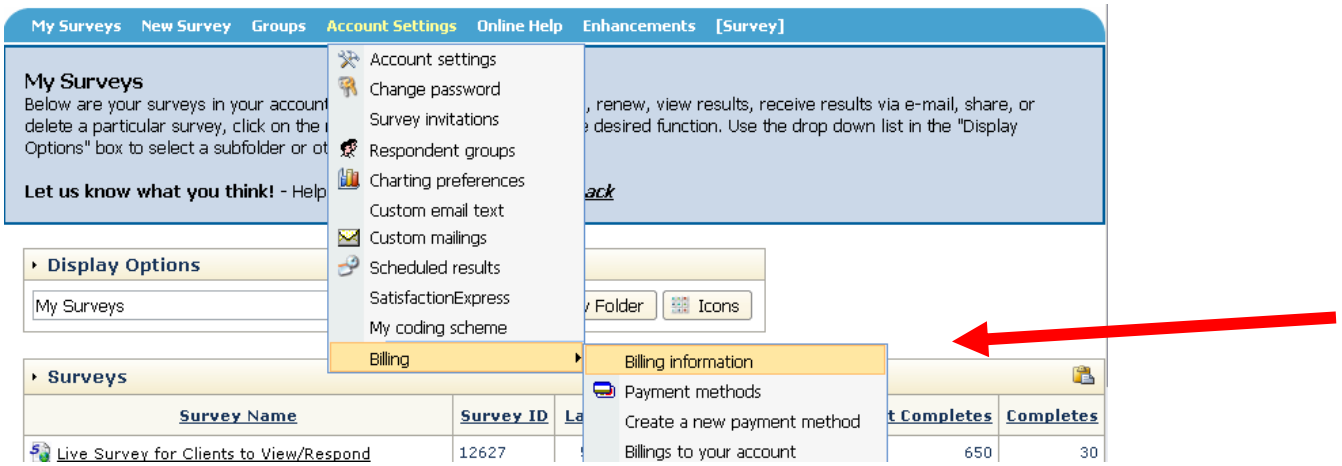
If your billing information is not complete, the **Billing Information** page will appear. Complete the fields presented and click the **Save my information** button at the bottom of the screen.



You can also set up your billing by going into **Account Settings**, down to **Billing**, and clicking on **Billing information**.



<u>Please note</u>: if you have no payment methods set up in your account, please contact your Account Executive and they can set one up for you.

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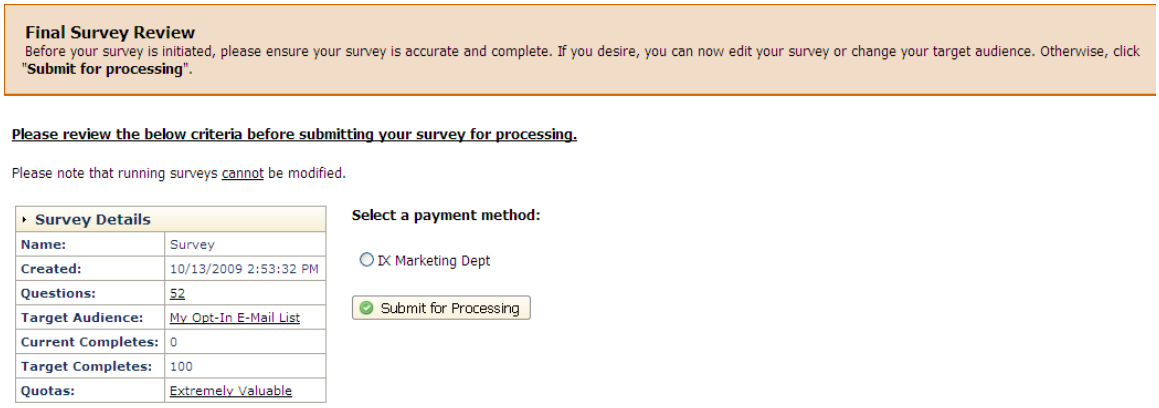
E4. Final Survey Review

After accepting the price, you will be directed to the **Final Survey Review** page. Here, you must select a payment method before submitting the survey to InsightExpress for approval.


Final Survey Review
Before your survey is initiated, please ensure your survey is accurate and complete. If you desire, you can now edit your survey or change your target audience. Otherwise, click "Submit for processing".
Please review the below criteria before submitting your survey for processing.
Please note that running surveys cannot be modified.
Survey Details
Name: Survey
Created: 10/13/2009 2:53:32 PM
Questions: 52
Target Audience: My Opt-In E-Mail List
Current Completes: 0
Target Completes: 100
Quotas: Extremely Valuable
Select a payment method:
IX Marketing Dept
Submit for Processing

Please note: If you would like to launch your survey using a credit card, please contact your Account Executive to set up a Purchase Order. Only survey launches against a platform service agreement are permitted for self-service.

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E5. Activate Survey

Once your survey is live you will receive an email with the Live URL to the survey. An example of the email is below:

```
InsightExpress Survey Processed Notice

Date: 3/3/2010 10:14:30 AM
Username / Survey ID: info@insightexpress.com / ######
Survey Name: InsightExpress Survey

User Information:

InsightExpress
333 Ludlow Street
Stamford, CT 06902
United States of America
info@insightexpress.com


Date        Description
3/3/2010 10:14:30 AM   Target Audience: My Opt-In E-Mail List,
            Number of Completions: 100
            Survey URL: http://www.insightexpress.com/s/ABCD######




Thank you for choosing InsightExpress.
```

If you are sending the survey via email, simply place the live URL into the body of your email text. Please make sure to test the link prior to sending it to your email list. Prior to sending the email, you may need to delete your cookies and cache within your browsers so that you are not sending a link that is cookied and bring respondents directly to the thank you page.

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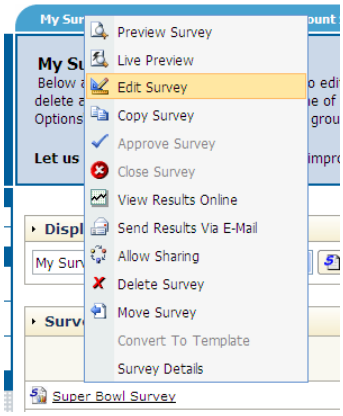
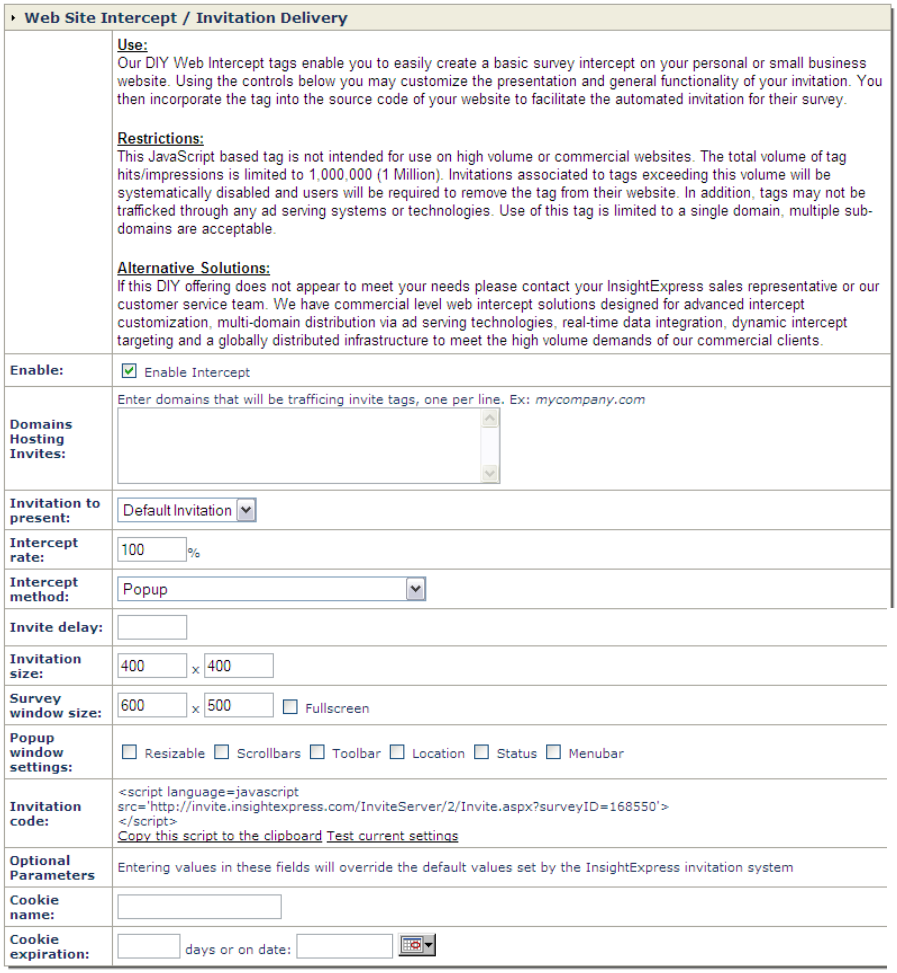
If you are placing the survey on your website, you may use our DIY intercept Delivery Options. Once your survey is live, you can access this area by clicking on the survey name and going to “Edit Survey.”



You will be brought to the Survey Details page that will allow you to modify the Web Site Intercept / Invitation Delivery section.


Web Site Intercept / Invitation Delivery
Use:
Our DIY Web Intercept tags enable you to easily create a basic survey intercept on your personal or small business website. Using the controls below you may customize the presentation and general functionality of your invitation. You then incorporate the tag into the source code of your website to facilitate the automated invitation for their survey.
Restrictions:
This JavaScript based tag is not intended for use on high volume or commercial websites. The total volume of tag hits/impressions is limited to 1,000,000 (1 Million). Invitations associated to tags exceeding this volume will be systematically disabled and users will be required to remove the tag from their website. In addition, tags may not be trafficked through any ad serving systems or technologies. Use of this tag is limited to a single domain, multiple sub-domains are acceptable.
Alternative Solutions:
If this DIY offering does not appear to meet your needs please contact your InsightExpress sales representative or our customer service team. We have commercial level web intercept solutions designed for advanced intercept customization, multi-domain distribution via ad serving technologies, real-time data integration, dynamic intercept targeting and a globally distributed infrastructure to meet the high volume demands of our commercial clients.
Enable:
Enable Intercept
Domains Hosting Invites:
Enter domains that will be trafficing invite tags, one per line. Ex: mycompany.com
Invitation to present:
Default Invitation
Intercept rate:
100
%
Intercept method:
Popup
Invite delay:
Invitation size:
400
x
400
Survey window size:
600
x
500
Fullscreen
Popup window settings:
Resizable
Scrollbars
Toolbar
Location
Status
Menubar
Invitation code:
<script language=javascript src='http://invite.insightexpress.com/InviteServer/2/Invite.aspx?surveyID=168550'></script>
Copy this script to the clipboard
Test current settings
Optional Parameters
Entering values in these fields will override the default values set by the InsightExpress invitation system
Cookie name:
Cookie expiration:
days or on date:

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You will be provided with a survey tag that you can place on your Web site, and it is in this section that you can update the invite and its properties.

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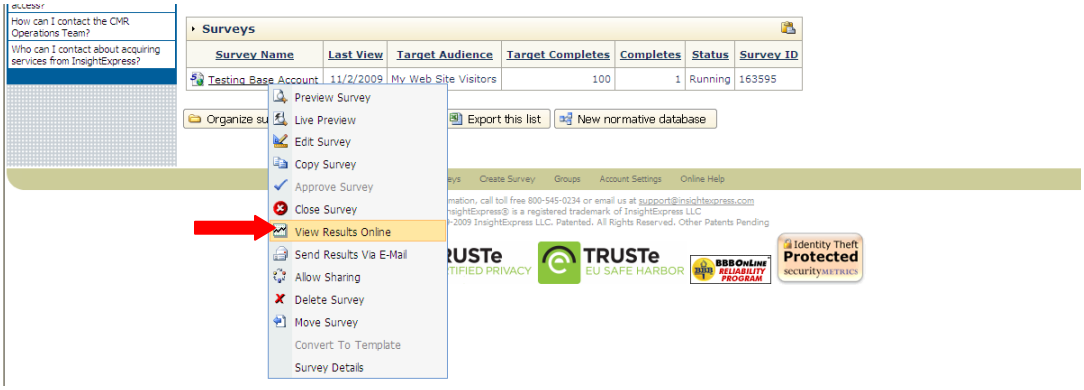
F. SURVEY RESULTS INTERPRETATION

F1. View Results Online

Survey results are available in real-time via our powerful Web-based reporting features. Online results include: cross-tabulation, confidence intervals, indication of significant cells, and banner points/filtering functionality.

The toplines feature will easily accommodate advanced analytics, results publishing, and the most innovative question types. To access the results of your survey, left click the survey name and select **View Results Online**.

The number of completes in your survey will update in real time if you simply click the Refresh button in your browser.



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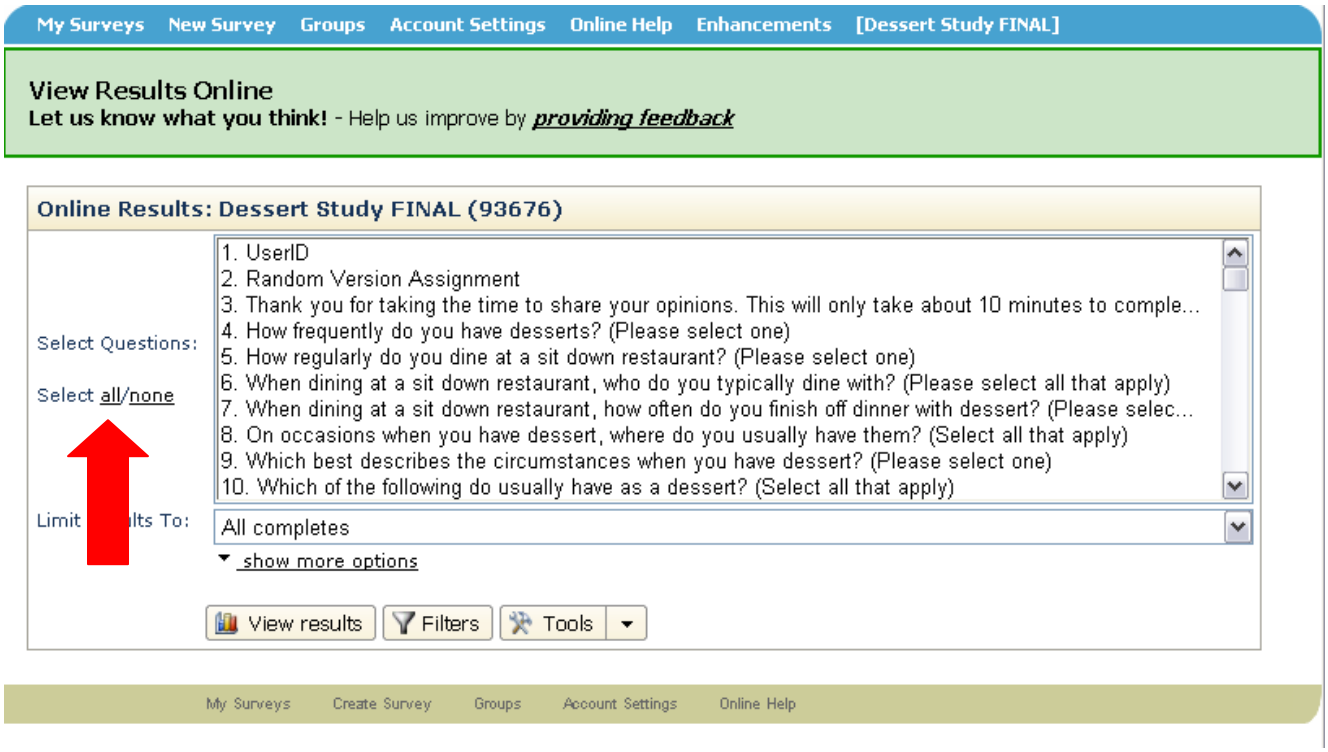
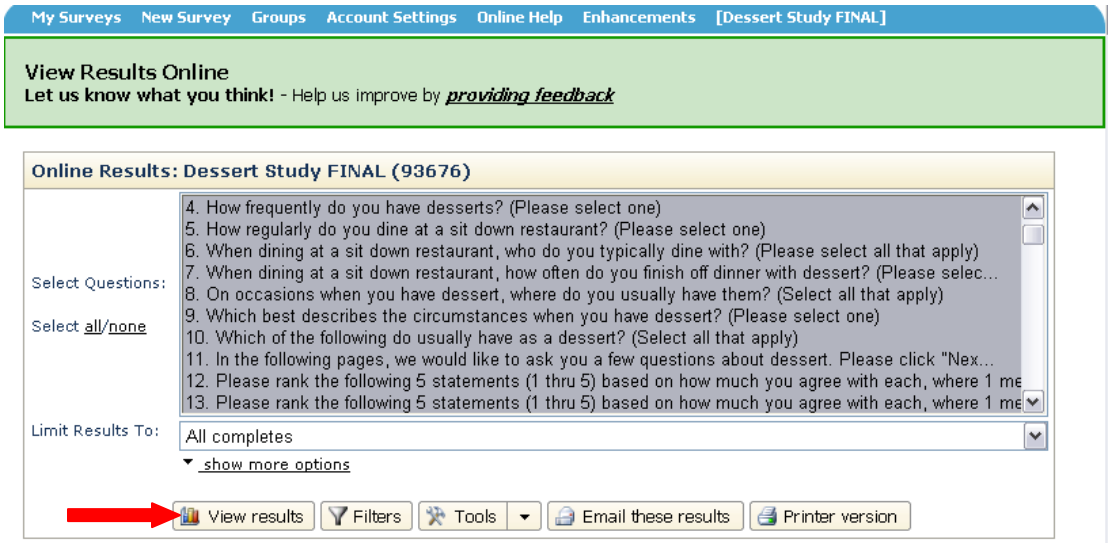
To view the results of your survey, either choose **Select all** or highlight the specific questions you would like to review and click **View results**. This will generate both a chart, with frequencies and percentages of the responses, as well as a graph.


My Surveys
New Survey
Groups
Account Settings
Online Help
Enhancements
[Dessert Study FINAL]
View Results Online
Let us know what you think! - Help us improve by providing feedback
Online Results: Dessert Study FINAL (93676)
Select Questions:
Select all/none
1. UserID
2. Random Version Assignment
3. Thank you for taking the time to share your opinions. This will only take about 10 minutes to comple...
4. How frequently do you have desserts? (Please select one)
5. How regularly do you dine at a sit down restaurant? (Please select one)
6. When dining at a sit down restaurant, who do you typically dine with? (Please select all that apply)
7. When dining at a sit down restaurant, how often do you finish off dinner with dessert? (Please selec...
8. On occasions when you have dessert, where do you usually have them? (Select all that apply)
9. Which best describes the circumstances when you have dessert? (Please select one)
10. Which of the following do usually have as a dessert? (Select all that apply)
Limit lts To:
All completes
show more options
View results
Filters
Tools
My Surveys
Create Survey
Groups
Account Settings
Online Help


My Surveys
New Survey
Groups
Account Settings
Online Help
Enhancements
[Dessert Study FINAL]
View Results Online
Let us know what you think! - Help us improve by providing feedback
Online Results: Dessert Study FINAL (93676)
Select Questions:
Select all/none
4. How frequently do you have desserts? (Please select one)
5. How regularly do you dine at a sit down restaurant? (Please select one)
6. When dining at a sit down restaurant, who do you typically dine with? (Please select all that apply)
7. When dining at a sit down restaurant, how often do you finish off dinner with dessert? (Please selec...
8. On occasions when you have dessert, where do you usually have them? (Select all that apply)
9. Which best describes the circumstances when you have dessert? (Please select one)
10. Which of the following do usually have as a dessert? (Select all that apply)
11. In the following pages, we would like to ask you a few questions about dessert. Please click "Nex...
12. Please rank the following 5 statements (1 thru 5) based on how much you agree with each, where 1 me
13. Please rank the following 5 statements (1 thru 5) based on how much you agree with each, where 1 me
Limit Results To:
All completes
show more options
View results
Filters
Tools
Email these results
Printer version

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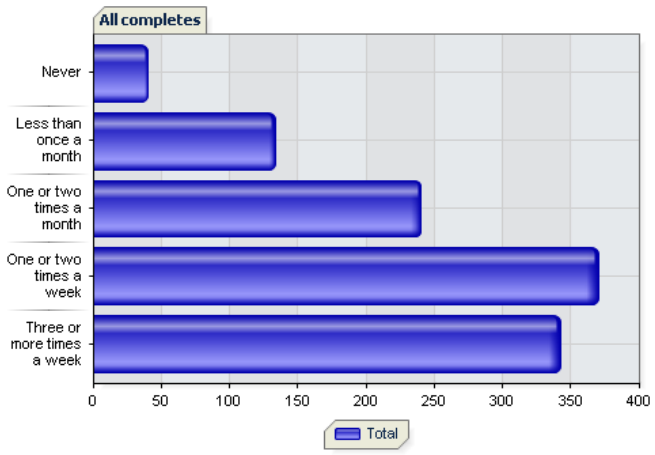
Following are the various charts and graphs that are shown for each question:

4. How frequently do you have desserts? (Please select one)

▸ All completes

	Total	
Response	N	%
Total	**1125**	**100.000**
Three or more times a week	342	30.400
One or two times a week	370	32.889
One or two times a month	240	21.333
Less than once a month	133	11.822
Never	40	3.556
Mean		**2.252**



5. How regularly do you dine at a sit down restaurant? (Please select one)

▸ All completes

	Total	
Response	N	%
Total	**1084**	**100.000**
Three or more times a week	69	6.365
One or two times a week	289	26.661
One or two times a month	425	39.207
Less than once a month	276	25.461
Never	25	2.306

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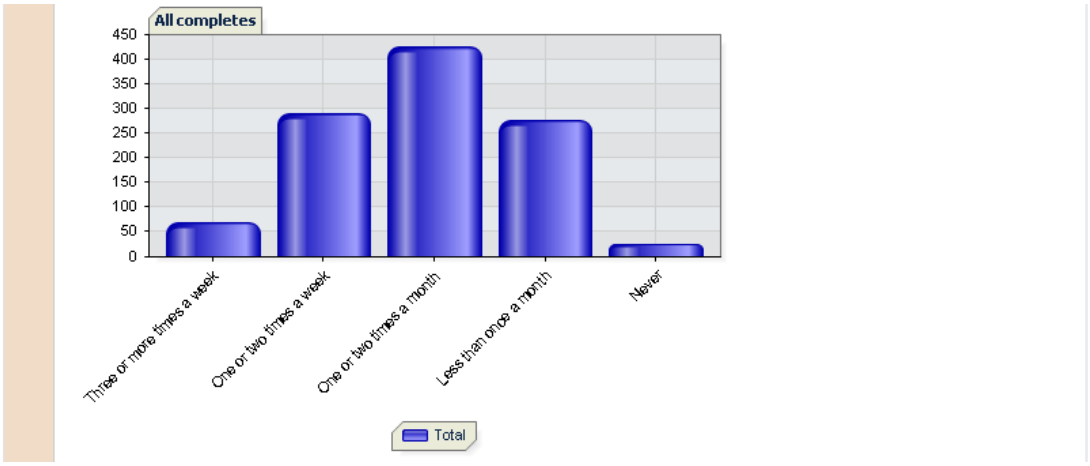

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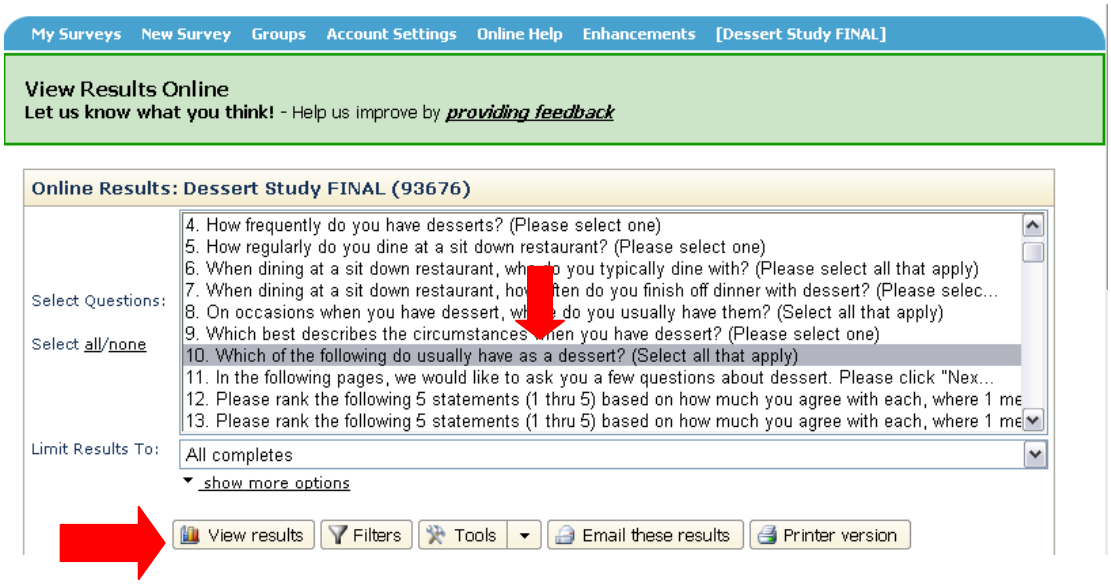
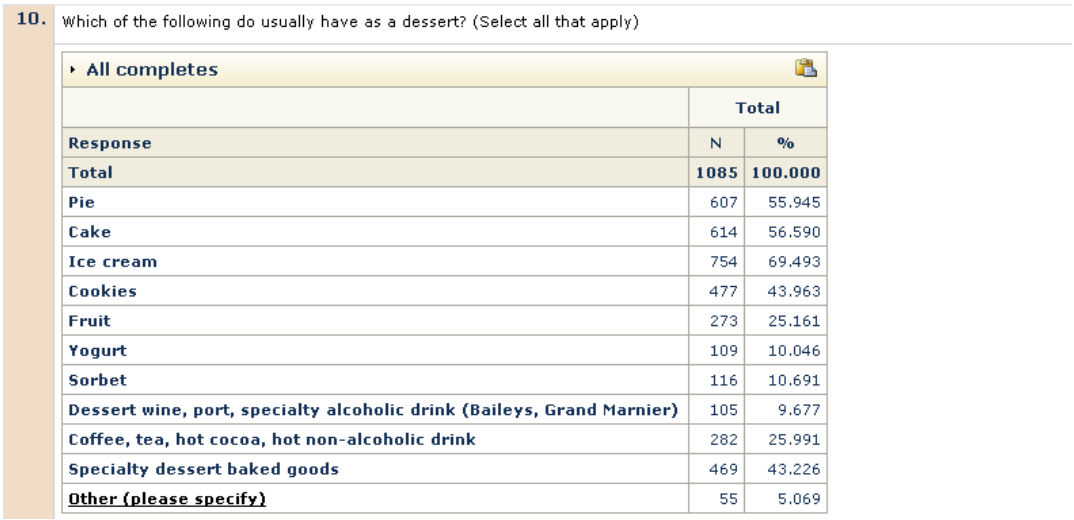
Alternately, you may select either one or several questions at a time, and then click **View Results**.


My Surveys
New Survey
Groups
Account Settings
Online Help
Enhancements
[Dessert Study FINAL]
View Results Online
Let us know what you think! - Help us improve by providing feedback
Online Results: Dessert Study FINAL (93676)
Select Questions:
Select all/none
4. How frequently do you have desserts? (Please select one)
5. How regularly do you dine at a sit down restaurant? (Please select one)
6. When dining at a sit down restaurant, wh o you typically dine with? (Please select all that apply)
7. When dining at a sit down restaurant, ho ften do you finish off dinner with dessert? (Please selec...
8. On occasions when you have dessert, w do you usually have them? (Select all that apply)
9. Which best describes the circumstances hen you have dessert? (Please select one)
10. Which of the following do usually have as a dessert? (Select all that apply)
11. In the following pages, we would like to ask you a few questions about dessert. Please click "Nex...
12. Please rank the following 5 statements (1 thru 5) based on how much you agree with each, where 1 me
13. Please rank the following 5 statements (1 thru 5) based on how much you agree with each, where 1 me
Limit Results To:
All completes
show more options
View results
Filters
Tools
Email these results
Printer version



10. Which of the following do usually have as a dessert? (Select all that apply)

All completes

	Total	
Response	N	%
Total	**1085**	**100.000**
Pie	607	55.945
Cake	614	56.590
Ice cream	754	69.493
Cookies	477	43.963
Fruit	273	25.161
Yogurt	109	10.046
Sorbet	116	10.691
Dessert wine, port, specialty alcoholic drink (Baileys, Grand Marnier)	105	9.677
Coffee, tea, hot cocoa, hot non-alcoholic drink	282	25.991
Specialty dessert baked goods	469	43.226
Other (please specify)	55	5.069

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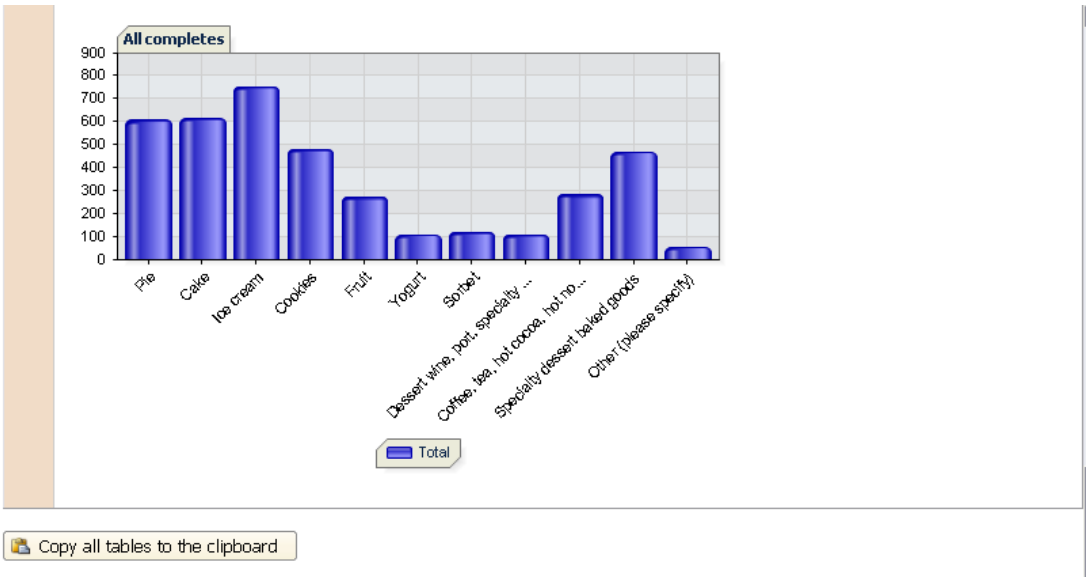

Copy all tables to the clipboard

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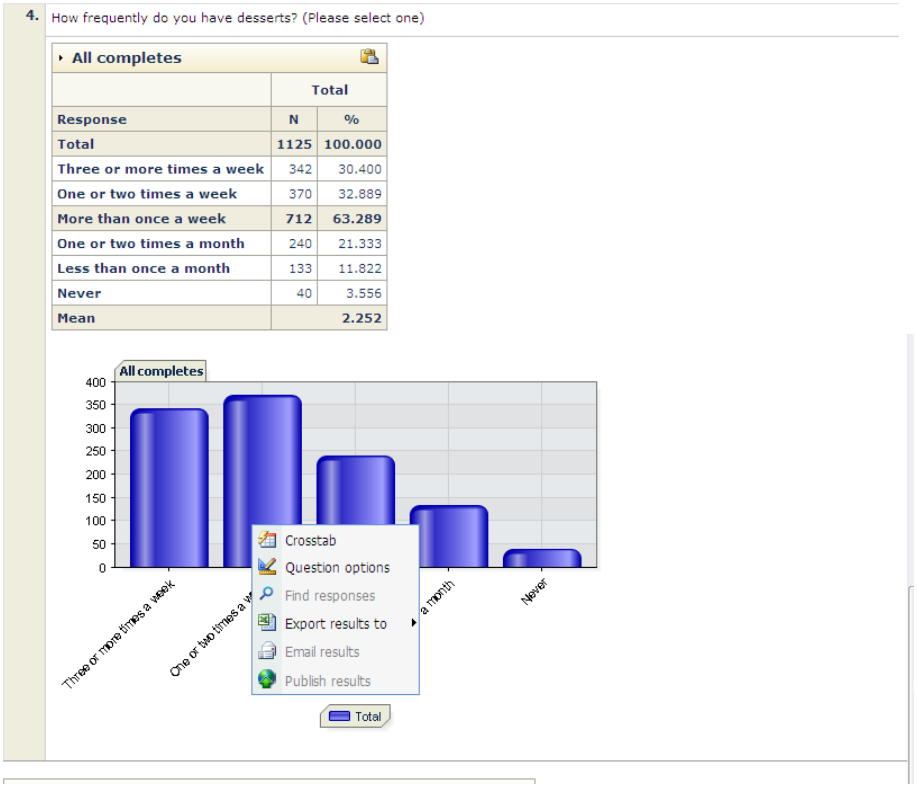
Additional charting options are available by left-clicking anywhere on the graph (see below). These options include: cross-tabulation of data, question options, exporting results in different formats, and emailing results.



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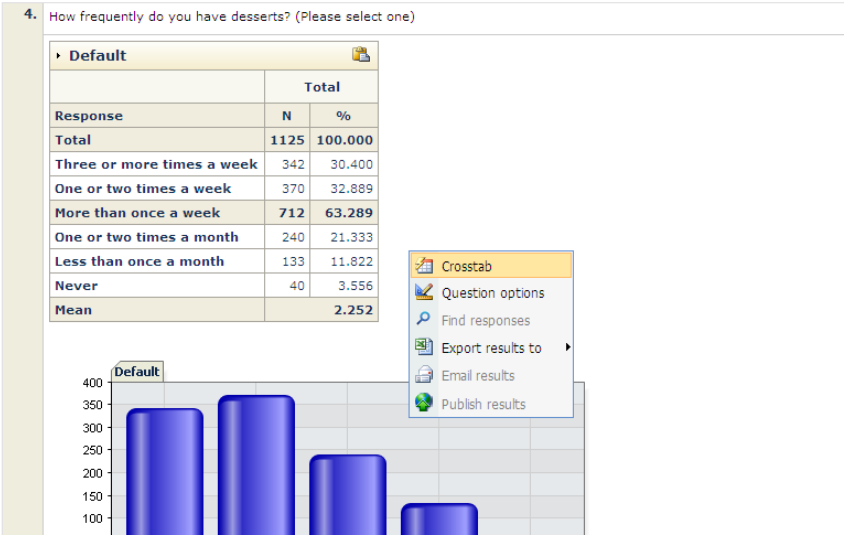
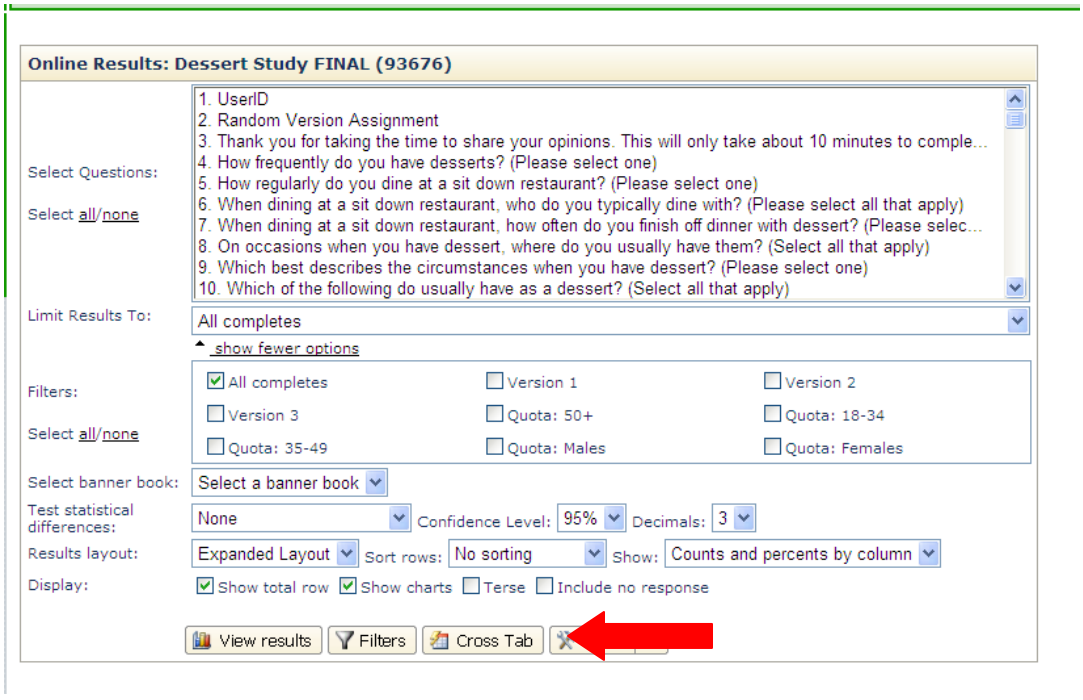
F1a. Cross Tab

The **Cross Tab** feature lets you compare data from one question to another, or make comparisons among several questions.

One way to access the cross tab option is by clicking on one of the specific questions that you would like to compare and going to cross tab.



The other way to access the cross tab option is by clicking on the cross tab button as shown below:


Online Results: Dessert Study FINAL (93676)
Select Questions:
Select all/none
1. UserID
2. Random Version Assignment
3. Thank you for taking the time to share your opinions. This will only take about 10 minutes to comple...
4. How frequently do you have desserts? (Please select one)
5. How regularly do you dine at a sit down restaurant? (Please select one)
6. When dining at a sit down restaurant, who do you typically dine with? (Please select all that apply)
7. When dining at a sit down restaurant, how often do you finish off dinner with dessert? (Please selec...
8. On occasions when you have dessert, where do you usually have them? (Select all that apply)
9. Which best describes the circumstances when you have dessert? (Please select one)
10. Which of the following do usually have as a dessert? (Select all that apply)
Limit Results To:
All completes
show fewer options
Filters:
Select all/none
All completes
Version 1
Version 2
Version 3
Quota: 50+
Quota: 18-34
Quota: 35-49
Quota: Males
Quota: Females
Select banner book:
Select a banner book
Test statistical differences:
None
Confidence Level:
95%
Decimals:
3
Results layout:
Expanded Layout
Sort rows:
No sorting
Show:
Counts and percents by column
Display:
Show total row
Show charts
Terse
Include no response
View results
Filters
Cross Tab

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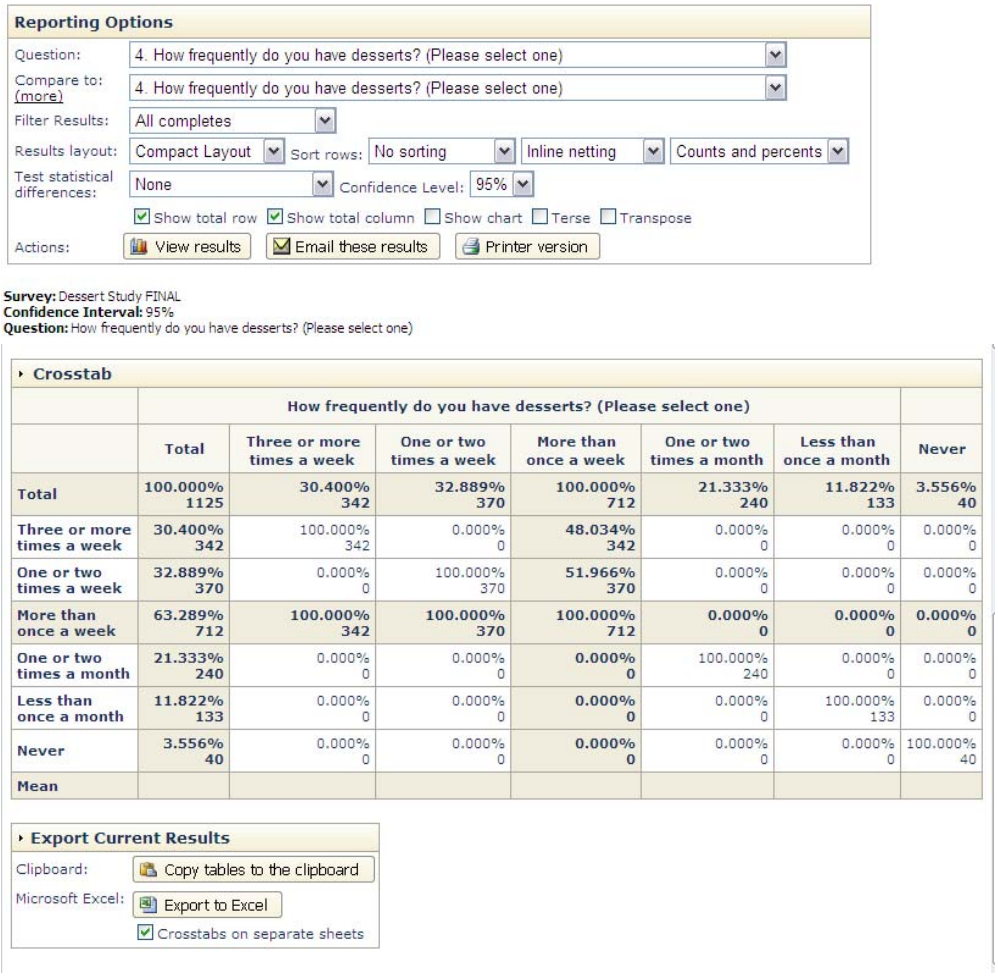
On the cross tab page you will see the **Reporting Options** for the questions that you can include in your comparison. The default questions being compared are usually both set as the one you were currently viewing (for both the initial question and the question you are comparing).


Reporting Options
Question:
4. How frequently do you have desserts? (Please select one)
Compare to:
(more)
4. How frequently do you have desserts? (Please select one)
Filter Results:
All completes
Results layout:
Compact Layout
Sort rows:
No sorting
Inline netting
Counts and percents
Test statistical differences:
None
Confidence Level:
95%
Show total row
Show total column
Show chart
Terse
Transpose
Actions:
View results
Email these results
Printer version
Survey: Dessert Study FINAL
Confidence Interval: 95%
Question: How frequently do you have desserts? (Please select one)
Crosstab
How frequently do you have desserts? (Please select one)
Total
Three or more times a week
One or two times a week
More than once a week
One or two times a month
Less than once a month
Never
Total 100.000% 1125 30.400% 342 32.889% 370 100.000% 712 21.333% 240 11.822% 133 3.556% 40
Three or more times a week 30.400% 342 100.000% 342 0.000% 0 48.034% 342 0.000% 0 0.000% 0 0.000% 0
One or two times a week 32.889% 370 0.000% 0 100.000% 370 51.966% 370 0.000% 0 0.000% 0 0.000% 0
More than once a week 63.289% 712 100.000% 342 100.000% 370 100.000% 712 0.000% 0 0.000% 0 0.000% 0
One or two times a month 21.333% 240 0.000% 0 0.000% 0 0.000% 0 100.000% 240 0.000% 0 0.000% 0
Less than once a month 11.822% 133 0.000% 0 0.000% 0 0.000% 0 0.000% 0 100.000% 133 0.000% 0
Never 3.556% 40 0.000% 0 0.000% 0 0.000% 0 0.000% 0 0.000% 0 100.000% 40
Mean
Export Current Results
Clipboard:
Copy tables to the clipboard
Microsoft Excel:
Export to Excel
Crosstabs on separate sheets

The first reporting option is to choose the two questions you would like to compare. In the two drop down boxes, you will see the questions that are available for the cross tab. Some question types do not have the ability to be used in the cross tabulation (such as open ended questions and grid questions).

Definition of Reporting Options:

Question: the first question that will be included in the cross tabulation
Compare to: here you select the second question that will be included in the cross tabulation.

- The “more” link will show all questions available for the crosstab at one time
- The “less” link will condense the questions available for the crosstab within the drop down format.

Filter Results: limit your crosstab to a specific segment

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Results Layout:

- Compact Layout – shows the percents and the counts within one column in the chart, when counts and percents are selected as an option
- Expanded Layout – separates the percents and the counts in their own columns, when counts and percents are selected as an option

Sort rows:

- No sorting – will display the results as the question appears to the respondent
- Sort ascending – will display the results where the total counts go from smallest to largest
- Sort descending – will the display the results where the total counts go from largest to smallest
- No netting – will not display any netting
- Inline netting – will display the netted values within the table (underneath the netted responses)
- External netting – will display the netted values as the last row of the table (not necessarily next to the netted responses)
- Percents – will only show percents
- Counts – will only show counts
- Counts and Percents – will show both counts and percents

Test statistical differences:

- None – will not show any statistical differences
- Based on other columns – will test any statistical differences across columns

Confidence Level – can select confidence intervals of 80%, 85%, 90%, 95% or 99%

Show total row – includes a row that calculates the total row count

Show total column – includes a column that calculates the total column count

Show chart – will display a chart based on the crosstab information

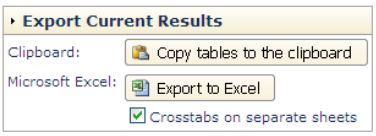
Terse – removes the rows where the total number of responses is zero.

Transpose – allows you to switch the location of the questions. For example, if you have Q2 as your rows and Q4 as your columns, checking transpose will make Q4 the rows and Q2 the columns.

Actions:

- View Results – after selecting the above crosstab options, you may view the results
- Email these results – you may email a snapshot of the survey results
- Printer Version – shows the snapshot of the survey results in a printable format

Underneath the cross tab chart you have the option to **Export Current Results**:



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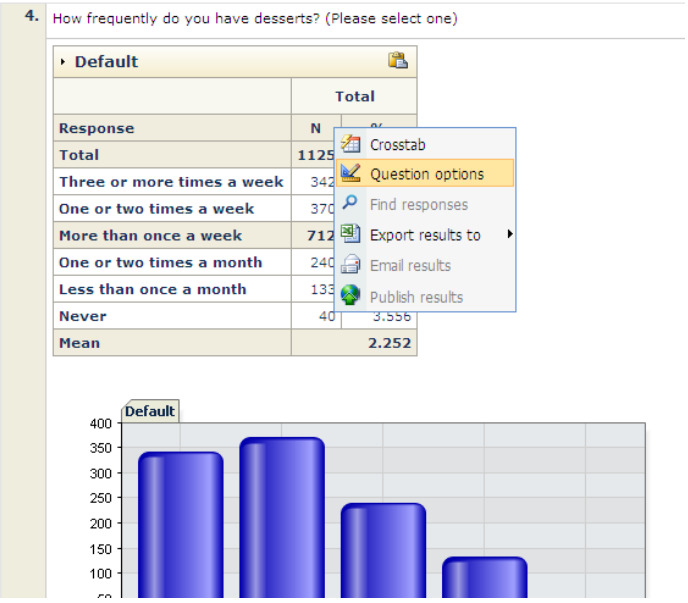
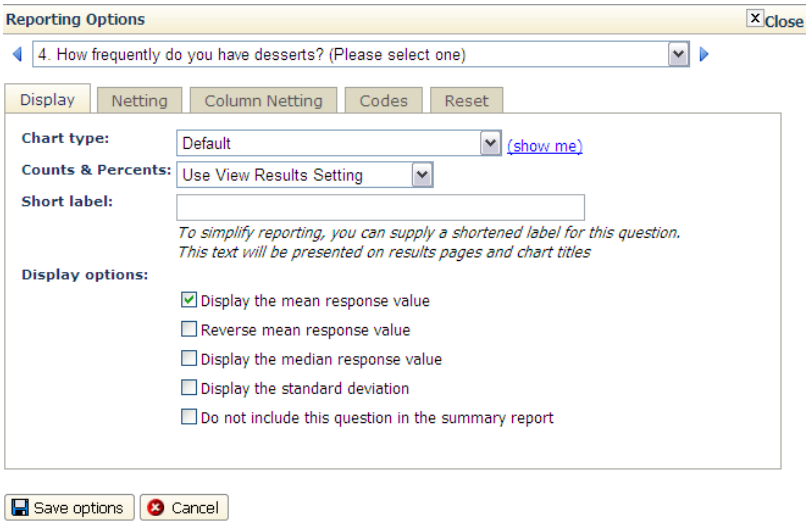
Clipboard: Copying tables to the clipboard will allow you to then go into Excel and paste the chart
Microsoft Excel: exports the chart to Excel (if you are comparing the first question to multiple questions you can select 'crosstabs on separate sheets' so that each question being compared will show on its own worksheet.

F1b. Question Options



Question options allow you to change the display of the data to make it more convenient to analyze. Within the question options, you have the ability to update the display of the results, set up netting, set up column netting, codes and reset the question options back to the default options.



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Note that you can update multiple questions here by using the blue arrow buttons on either side of the question drop down box. This approach would eliminate the need to save the options for one question and then go back to Question Options for another question.

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Display

Allows you to modify the way the results are being displayed on the results online page.

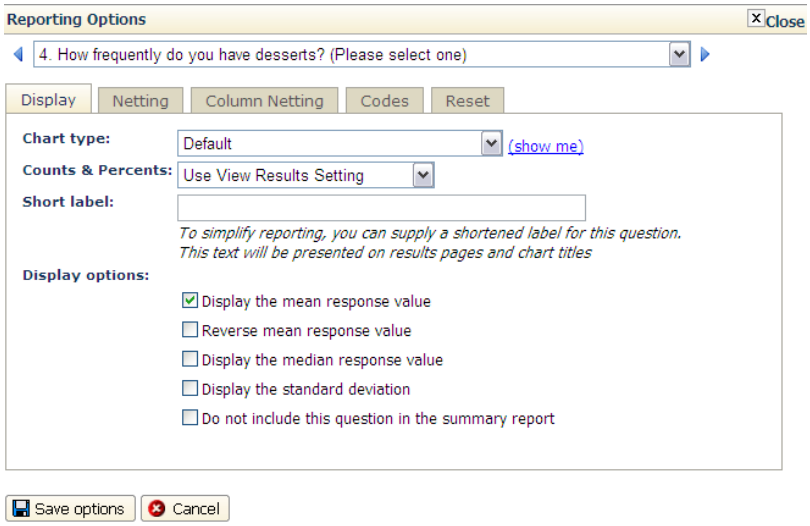

Chart type: the ability to change the type of chart
Counts & Percents: the ability to change this specific question's display of counts and percentages; can be either what the results setting is set at, percents by column, percents by row, counts, counts and percents by column, counts and percents by row
Short label: the title of the chart is "default" unless otherwise specified here
Display options: vary depending on the question type, however the standard options are to display the mean response value, the reverse mean, the median response value, the standard deviation and the option to not include in the summary report

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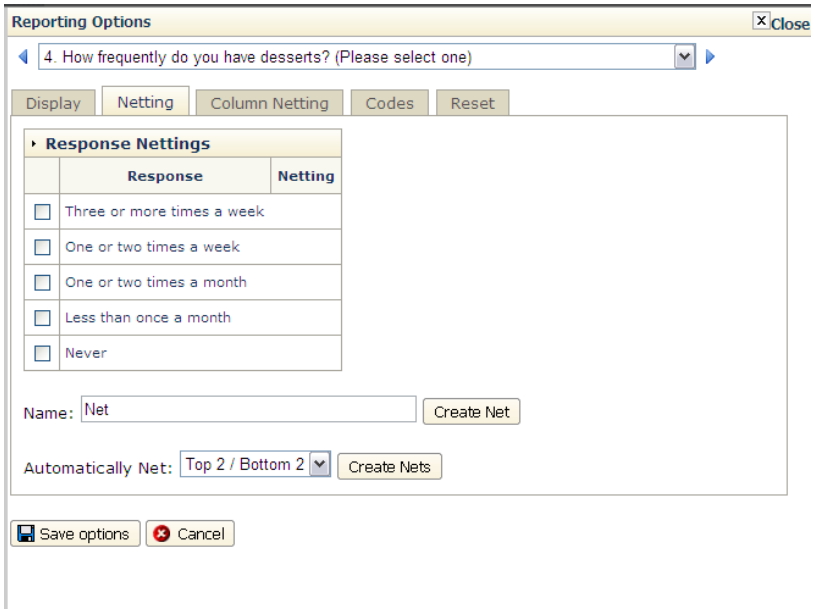
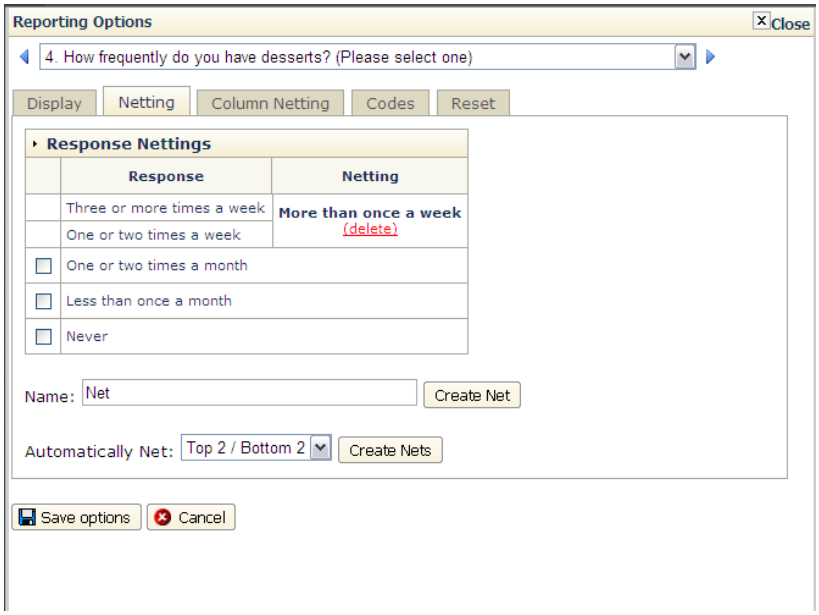
Netting

Netting allows you to combine the data for consecutive answer choices. For example, you can net together the top 2 and bottom 2 answer choices.



Simply select the responses that you would like to net, name the net you are creating and would like to appear in your results, and click on **Create Net**.



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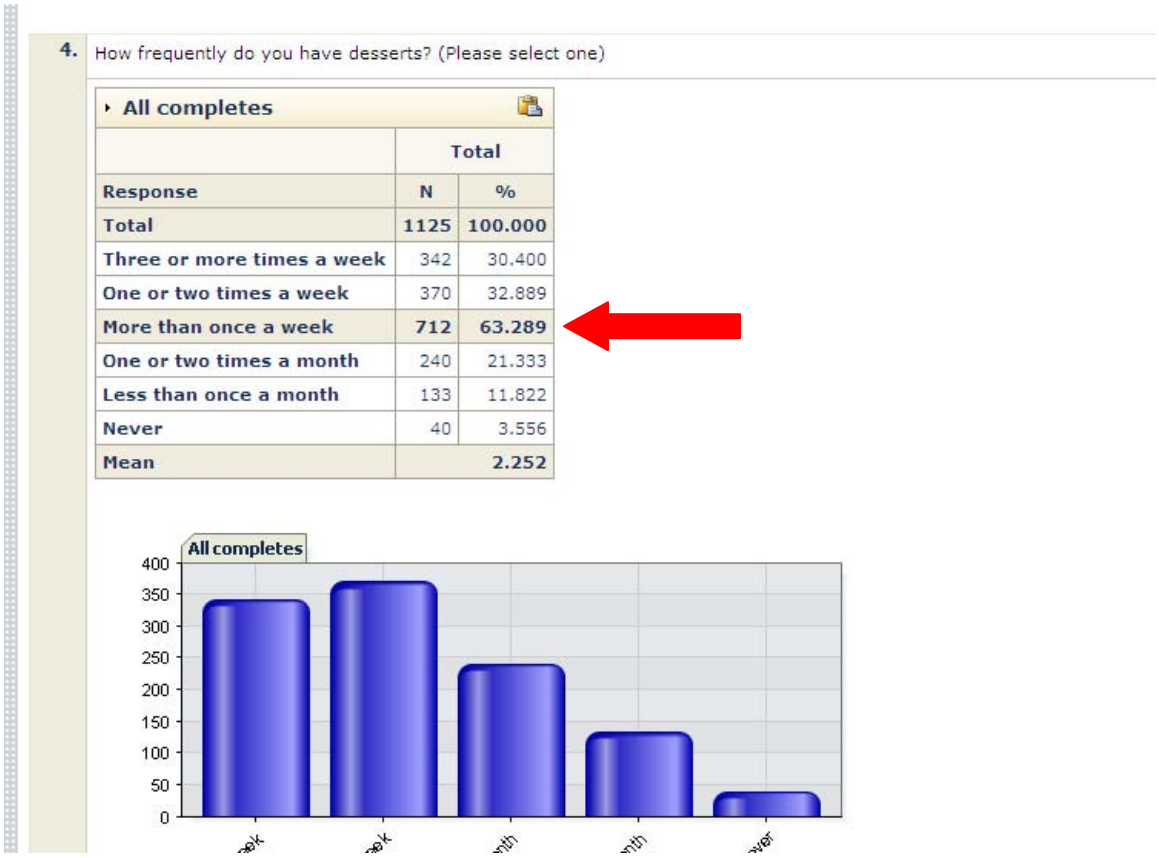
Once you have created your net, you can either move on to create another net, or delete the net you've already created. You can also automatically net the **Top 2/Bottom 2** if you are using a scale question.

To View your net, click **Save options**, and your question will refresh with the net in place:



Only the histogram (shown at top, above) will be updated with the net; the graph that appears below the histogram will not.

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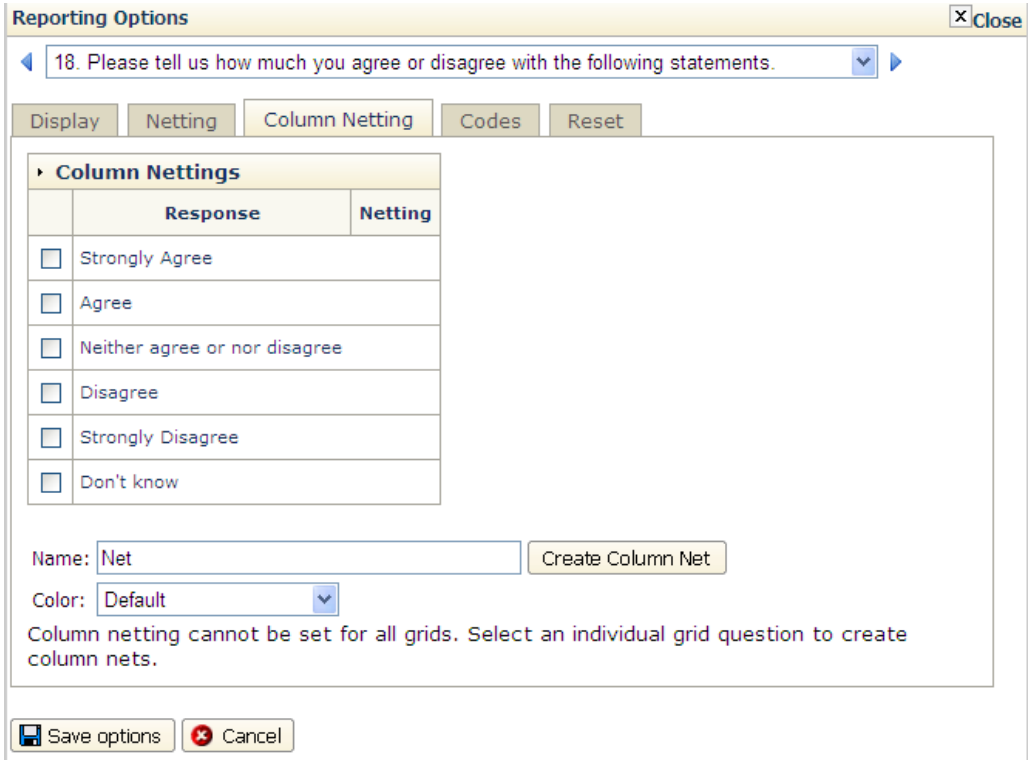
Column Netting

Column Netting may only be created on Single Select Grids. Creating column netting is the same as creating netting for other questions. The column nets will appear within the columns in the histogram.



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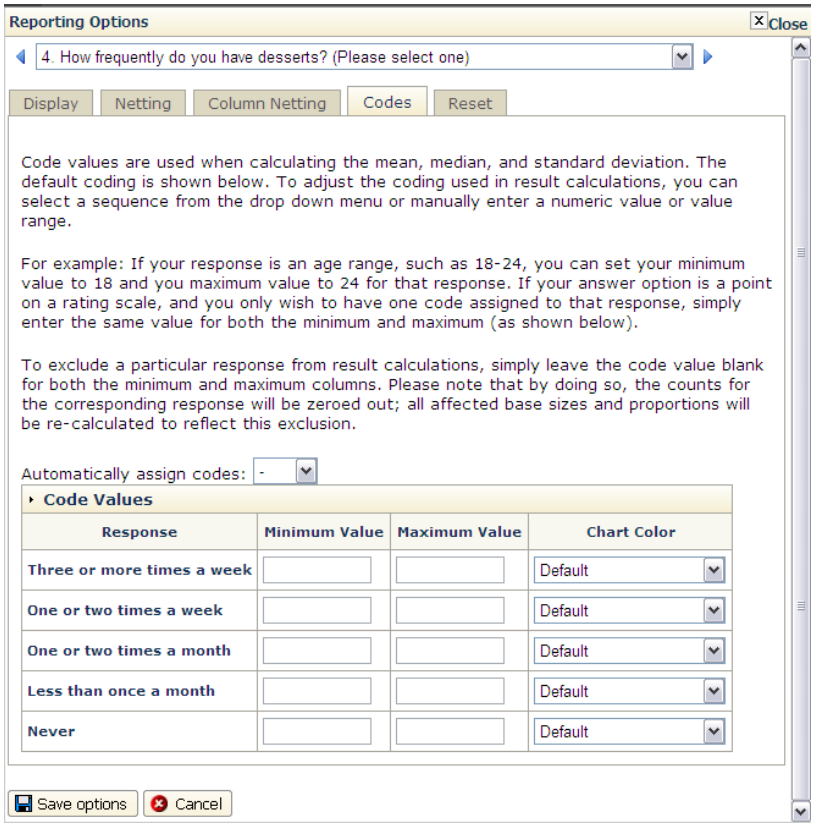
Codes

This section allows you to adjust how the tool codes the responses so that you can recalculate various functions like mean, median and standard deviation.


Reporting Options
Close
4. How frequently do you have desserts? (Please select one)
Display
Netting
Column Netting
Codes
Reset
Code values are used when calculating the mean, median, and standard deviation. The default coding is shown below. To adjust the coding used in result calculations, you can select a sequence from the drop down menu or manually enter a numeric value or value range.
For example: If your response is an age range, such as 18-24, you can set your minimum value to 18 and you maximum value to 24 for that response. If your answer option is a point on a rating scale, and you only wish to have one code assigned to that response, simply enter the same value for both the minimum and maximum (as shown below).
To exclude a particular response from result calculations, simply leave the code value blank for both the minimum and maximum columns. Please note that by doing so, the counts for the corresponding response will be zeroed out; all affected base sizes and proportions will be re-calculated to reflect this exclusion.
Automatically assign codes:
Code Values
Response
Minimum Value
Maximum Value
Chart Color
Three or more times a week
One or two times a week
One or two times a month
Less than once a month
Never
Default
Save options
Cancel

For a more detailed explanation, please see the additional information on the Codes Tab.

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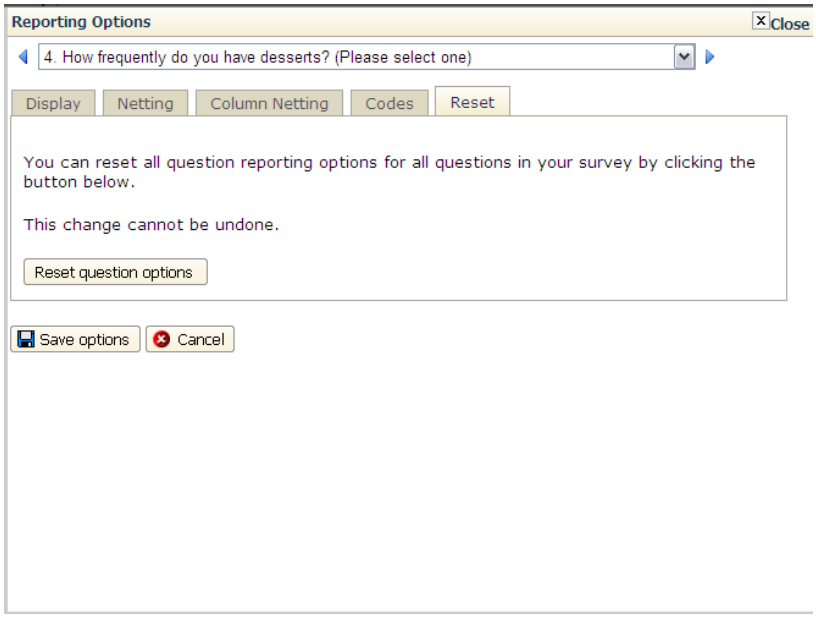
Reset

The reset option allows you to remove all of the reporting options that you have adjusted in all of the questions in your survey.



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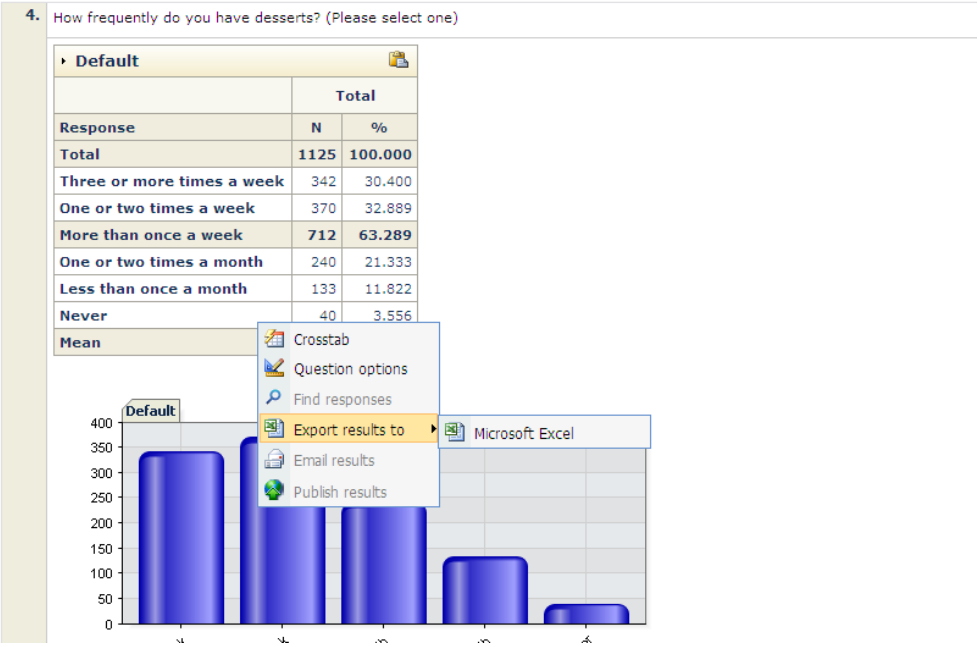
F1c. Export Results

You may also export individual questions to Microsoft Excel. Simply choose the **Export results to** option, as seen in the example below:



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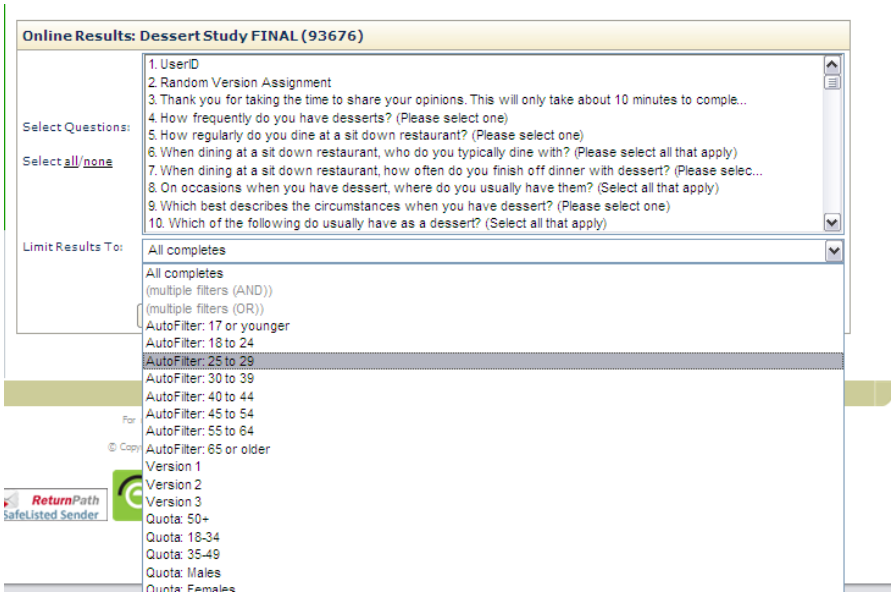
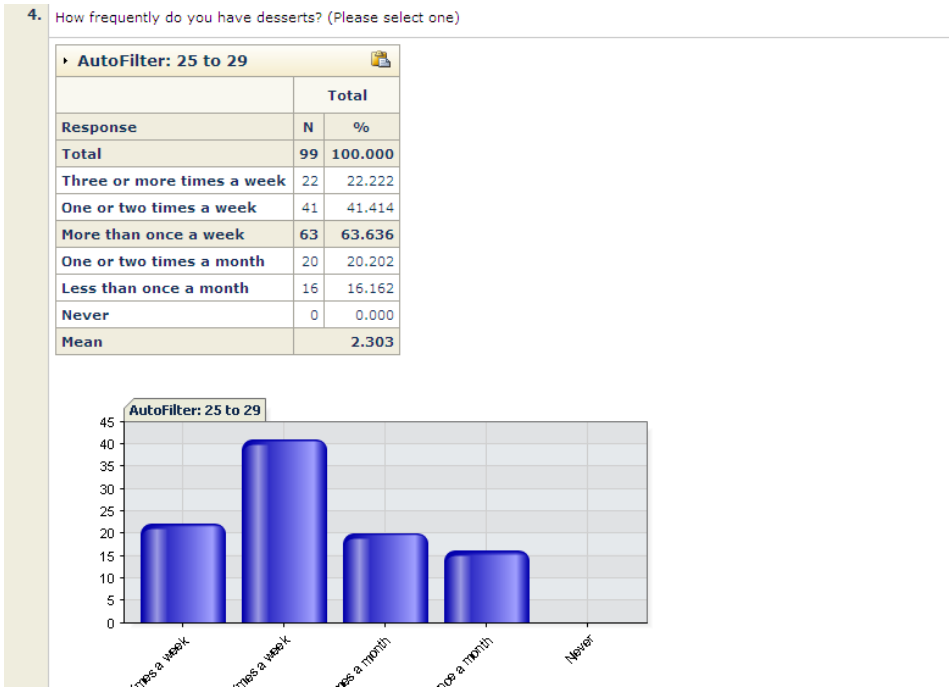
The **Limit Results To** drop down underneath the questions allows you to select a segment of respondents that you only wish to see. These segments are based on the filters that you have created. For additional information on filters, please see section F3.


Online Results: Dessert Study FINAL (93676)
Select Questions:
Select all/none
1. UserID
2. Random Version Assignment
3. Thank you for taking the time to share your opinions. This will only take about 10 minutes to comple...
4. How frequently do you have desserts? (Please select one)
5. How regularly do you dine at a sit down restaurant? (Please select one)
6. When dining at a sit down restaurant, who do you typically dine with? (Please select all that apply)
7. When dining at a sit down restaurant, how often do you finish off dinner with dessert? (Please selec...
8. On occasions when you have dessert, where do you usually have them? (Select all that apply)
9. Which best describes the circumstances when you have dessert? (Please select one)
10. Which of the following do usually have as a dessert? (Select all that apply)
Limit Results To:
All completes
All completes
(multiple filters (AND))
(multiple filters (OR))
AutoFilter: 17 or younger
AutoFilter: 18 to 24
AutoFilter: 25 to 29
AutoFilter: 30 to 39
AutoFilter: 40 to 44
AutoFilter: 45 to 54
AutoFilter: 55 to 64
AutoFilter: 65 or older
Version 1
Version 2
Version 3
Quota: 50+
Quota: 18-34
Quota: 35-49
Quota: Males
ReturnPath
SafeListed Sender

The results will appear as:



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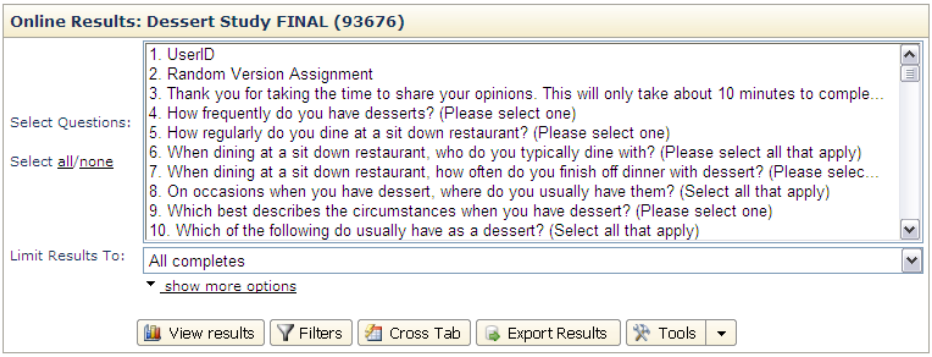
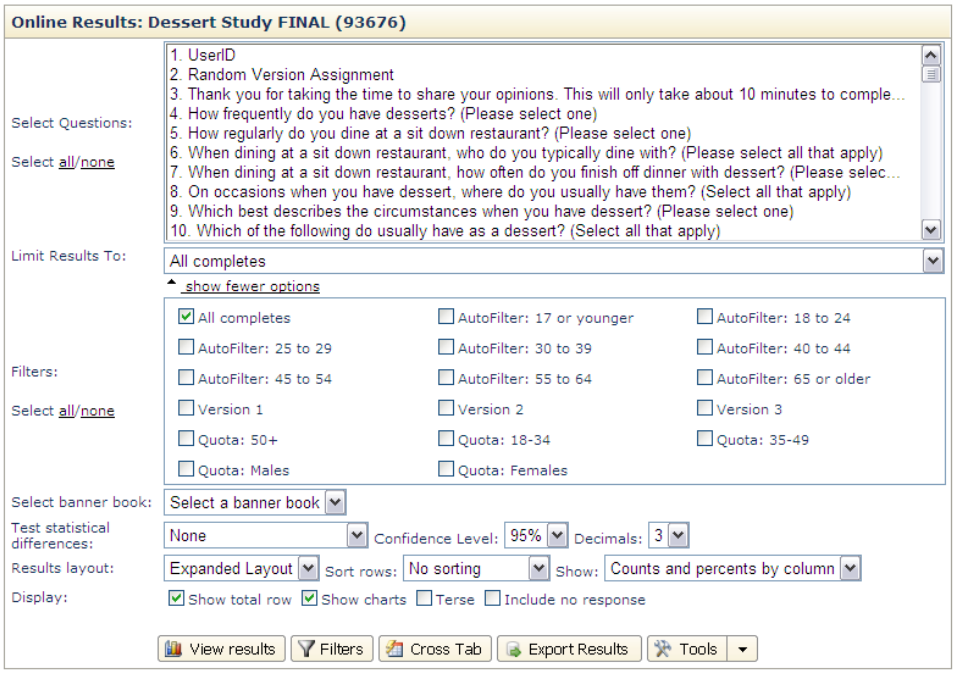
F2. Show More Options

Additional options for viewing your results can be found by clicking on the **show more options** link. These choices include selecting filters and banner books, the ability to test statistical differences, and displaying the results in specific layouts.


Online Results: Dessert Study FINAL (93676)
Select Questions:
Select all/none
1. UserID
2. Random Version Assignment
3. Thank you for taking the time to share your opinions. This will only take about 10 minutes to comple...
4. How frequently do you have desserts? (Please select one)
5. How regularly do you dine at a sit down restaurant? (Please select one)
6. When dining at a sit down restaurant, who do you typically dine with? (Please select all that apply)
7. When dining at a sit down restaurant, how often do you finish off dinner with dessert? (Please selec...
8. On occasions when you have dessert, where do you usually have them? (Select all that apply)
9. Which best describes the circumstances when you have dessert? (Please select one)
10. Which of the following do usually have as a dessert? (Select all that apply)
Limit Results To:
All completes
show more options
View results
Filters
Cross Tab
Export Results
Tools

When **show more options** is clicked on, the screen will appear as:


Online Results: Dessert Study FINAL (93676)
Select Questions:
Select all/none
1. UserID
2. Random Version Assignment
3. Thank you for taking the time to share your opinions. This will only take about 10 minutes to comple...
4. How frequently do you have desserts? (Please select one)
5. How regularly do you dine at a sit down restaurant? (Please select one)
6. When dining at a sit down restaurant, who do you typically dine with? (Please select all that apply)
7. When dining at a sit down restaurant, how often do you finish off dinner with dessert? (Please selec...
8. On occasions when you have dessert, where do you usually have them? (Select all that apply)
9. Which best describes the circumstances when you have dessert? (Please select one)
10. Which of the following do usually have as a dessert? (Select all that apply)
Limit Results To:
All completes
show fewer options
Filters:
Select all/none
All completes
AutoFilter: 17 or younger
AutoFilter: 18 to 24
AutoFilter: 25 to 29
AutoFilter: 30 to 39
AutoFilter: 40 to 44
AutoFilter: 45 to 54
AutoFilter: 55 to 64
AutoFilter: 65 or older
Version 1
Version 2
Version 3
Quota: 50+
Quota: 18-34
Quota: 35-49
Quota: Males
Quota: Females
Select banner book:
Select a banner book
Test statistical differences:
None
Confidence Level:
95%
Decimals:
3
Results layout:
Expanded Layout
Sort rows:
No sorting
Show:
Counts and percents by column
Display:
Show total row
Show charts
Terse
Include no response
View results
Filters
Cross Tab
Export Results
Tools

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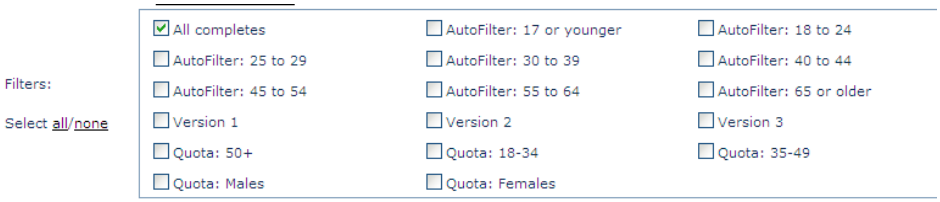
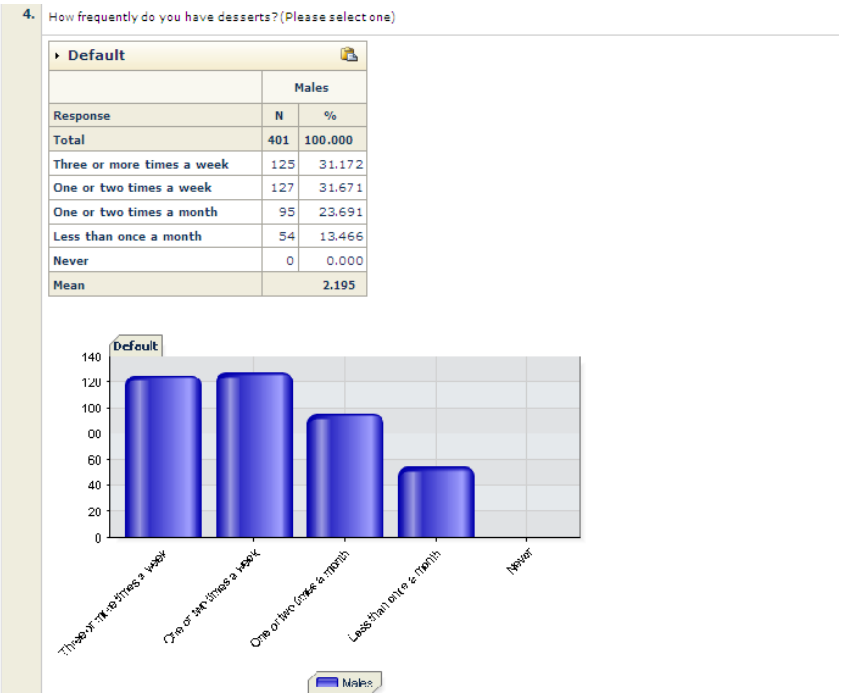
F2a. Selecting Filters



After creating filters, please refer to section F3 for information on how to select the individual filters in which you want to see the results. If you select more than one filter, you will then view a banner book format for your results. Note that you have the option to select all or none (de-selecting any filter previously viewed) by simply clicking on the links to the left of the filters.

Viewing one filter will appear as follows (without the **All Completes** segment checked):



4. How frequently do you have desserts? (Please select one)

Default

	Males	
Response	N	%
Total	401	100.000
Three or more times a week	125	31.172
One or two times a week	127	31.671
One or two times a month	95	23.691
Less than once a month	54	13.466
Never	0	0.000
Mean		2.195

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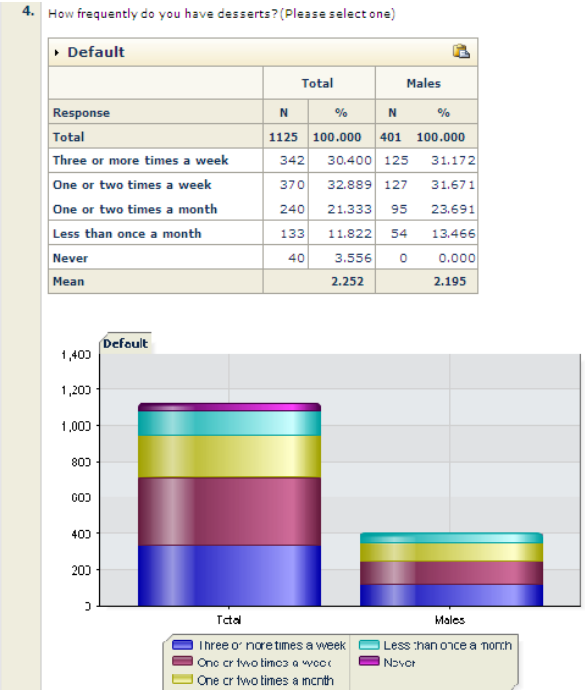
Viewing one filter will appear as follows (<u>with</u> the **All Completes** segment checked):



4. How frequently do you have desserts? (Please select one)

▸ Default

	Total		Males	
Response	N	%	N	%
Total	1125	100.000	401	100.000
Three or more times a week	342	30.400	125	31.172
One or two times a week	370	32.889	127	31.671
One or two times a month	240	21.333	95	23.691
Less than once a month	133	11.822	54	13.466
Never	40	3.556	0	0.000
Mean		2.252		2.195

This is also how the results will be shown when more than one filter is selected (with or without the **All Completes** segment is checked).

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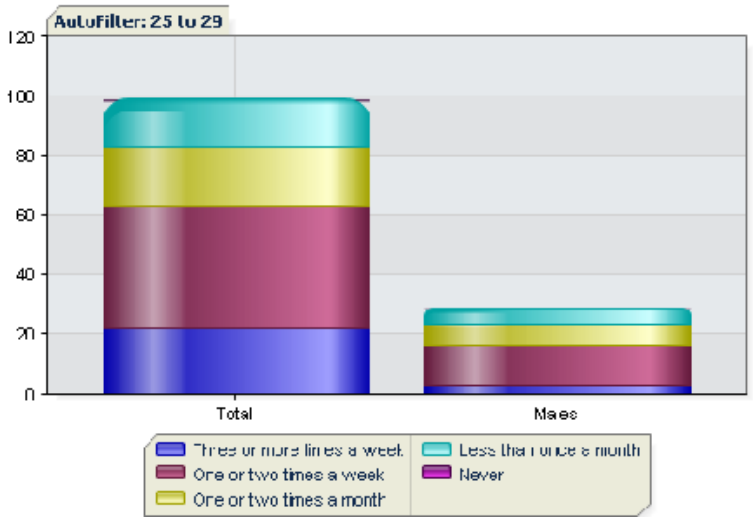
You may also select a filter in the **Limit Results to** drop down box. If you select a filter there and a different filter in the **Filters:** box, the results will appear as:

4. How frequently do you have desserts? (Please select one)

▸ AutoFilter: 25 to 29

	Total		Males	
Response	N	%	N	%
Total	99	100.000	29	100.000
Three or more times a week	22	22.222	3	10.345
One or two times a week	41	41.414	13	44.828
One or two times a month	20	20.202	7	24.138
Less than once a month	16	16.162	6	20.690
Never	0	0.000	0	0.000
Mean		2.303		2.552



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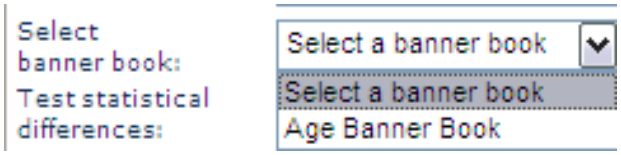
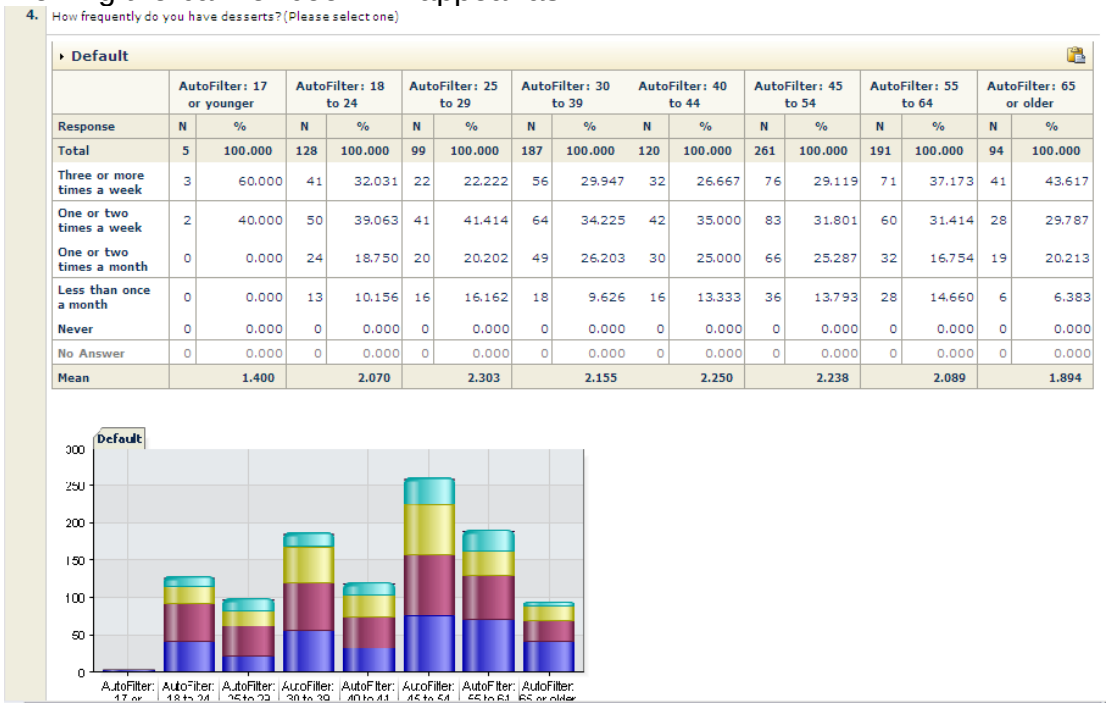
F2b. Banner Books



When you create filters, you have the option to create a banner book. Please refer to section F3e for more information on how to create a banner book.

Once on the **View Results Online** page you are able to select the banner book that was created.

Viewing the banner book will appear as:



4. How frequently do you have desserts? (Please select one)

▸ Default

	AutoFilter: 17 or younger		AutoFilter: 18 to 24		AutoFilter: 25 to 29		AutoFilter: 30 to 39		AutoFilter: 40 to 44		AutoFilter: 45 to 54		AutoFilter: 55 to 64		AutoFilter: 65 or older	
Response	N	%	N	%	N	%	N	%	N	%	N	%	N	%	N	%
Total	5	100.000	128	100.000	99	100.000	187	100.000	120	100.000	261	100.000	191	100.000	94	100.000
Three or more times a week	3	60.000	41	32.031	22	22.222	56	29.947	32	26.667	76	29.119	71	37.173	41	43.617
One or two times a week	2	40.000	50	39.063	41	41.414	64	34.225	42	35.000	83	31.801	60	31.414	28	29.787
One or two times a month	0	0.000	24	18.750	20	20.202	49	26.203	30	25.000	66	25.287	32	16.754	19	20.213
Less than once a month	0	0.000	13	10.156	16	16.162	18	9.626	16	13.333	36	13.793	28	14.660	6	6.383
Never	0	0.000	0	0.000	0	0.000	0	0.000	0	0.000	0	0.000	0	0.000	0	0.000
No Answer	0	0.000	0	0.000	0	0.000	0	0.000	0	0.000	0	0.000	0	0.000	0	0.000
Mean		1.400		2.070		2.303		2.155		2.250		2.238		2.089		1.894

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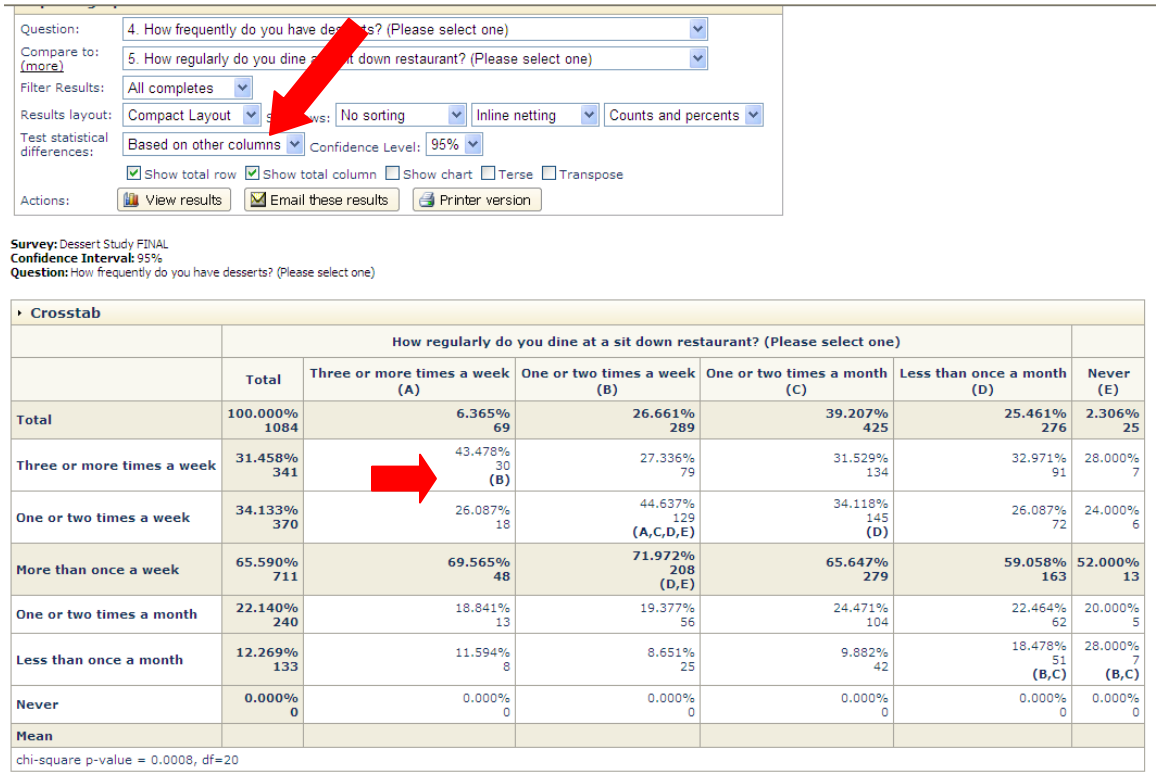
F2c. Test Statistical Differences (Stat Testing)

This feature allows you to compare two independent variables against each other. You can choose to turn on **Stat Testing** when multiple filters are applied or on the Crosstab page.

To turn on Stat Testing, start with the drop down box next to **Test statistical differences**. For the Cross tab below, **Based on other columns** is selected.



	How regularly do you dine at a sit down restaurant? (Please select one)					
	Total	Three or more times a week (A)	One or two times a week (B)	One or two times a month (C)	Less than once a month (D)	Never (E)
Total	**100.000% 1084**	**6.365% 69**	**26.661% 289**	**39.207% 425**	**25.461% 276**	**2.306% 25**
Three or more times a week	**31.458% 341**	43.478% 30 **(B)**	27.336% 79	31.529% 134	32.971% 91	28.000% 7
One or two times a week	**34.133% 370**	26.087% 18	44.637% 129 **(A,C,D,E)**	34.118% 145 **(D)**	26.087% 72	24.000% 6
More than once a week	**65.590% 711**	**69.565% 48**	**71.972% 208 (D,E)**	**65.647% 279**	**59.058% 163**	**52.000% 13**
One or two times a month	**22.140% 240**	18.841% 13	19.377% 56	24.471% 104	22.464% 62	20.000% 5
Less than once a month	**12.269% 133**	11.594% 8	8.651% 25	9.882% 42	18.478% 51 **(B,C)**	28.000% 7 **(B,C)**
Never	**0.000% 0**	0.000% 0	0.000% 0	0.000% 0	0.000% 0	0.000% 0
Mean						

chi-square p-value = 0.0008, df=20

As shown above, each independent column (answer choice) will have a letter associated with it. This letter will appear in a corresponding column if there is a significant difference between the two independent variables.

Column A tested significantly higher than column B at the 95% confidence level.

Please note: the Total column does not have a letter associated because the total contains all respondents and therefore is not independent from any sub segment of the data.

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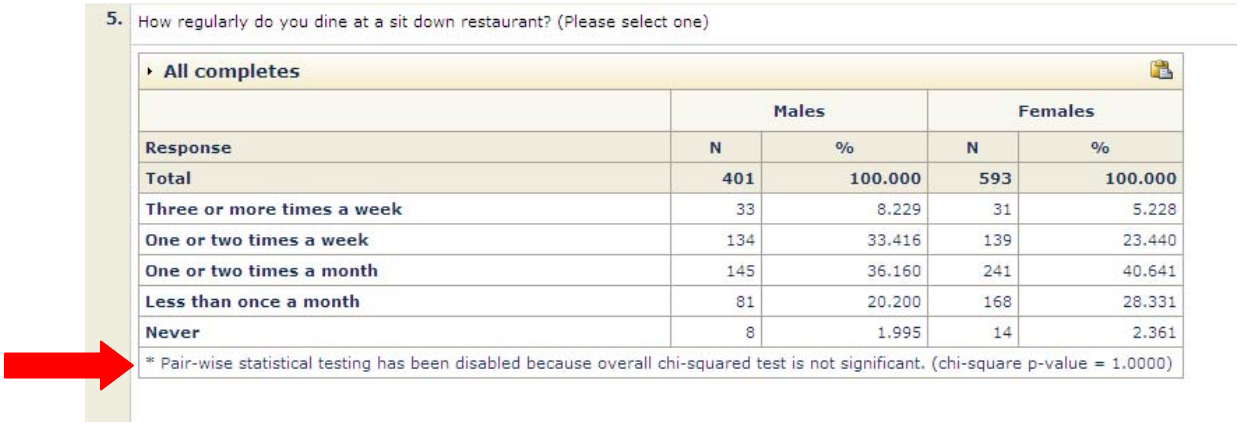
The **chi-square** test is used to determine if responses are statistically different among subgroups. This test looks at the data for all of the answer sets to determine if there is an overall difference among the subgroups (in the case below the subgroups are Males and Females).

If there is an overall difference, the chi-square test will then evaluate whether or not there is a significant difference for each answer set and display the related column letter of the subgroup. However, if no overall difference is found amongst the subgroups, the following chart will be shown.



5. How regularly do you dine at a sit down restaurant? (Please select one)

▸ All completes

	Males		Females	
Response	N	%	N	%
Total	401	100.000	593	100.000
Three or more times a week	33	8.229	31	5.228
One or two times a week	134	33.416	139	23.440
One or two times a month	145	36.160	241	40.641
Less than once a month	81	20.200	168	28.331
Never	8	1.995	14	2.361

* Pair-wise statistical testing has been disabled because overall chi-squared test is not significant. (chi-square p-value = 1.0000)

The chi-squared test allows for a higher confidence in the significant differences that are identified.

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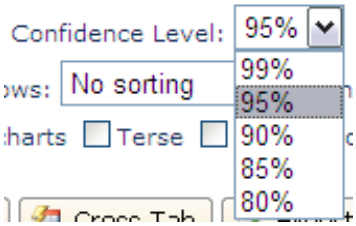
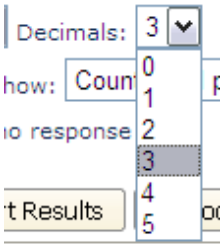
The **confidence level** for your data may be adjusted from 80% to 99%.

The default is set to 95%. If you do alter this setting, your Stat Testing will be adjusted accordingly.



Decimals allows you to choose the number of decimals you would like to have appear in your results, from none to 5.



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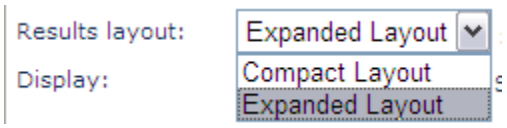
F2d. Results Layout

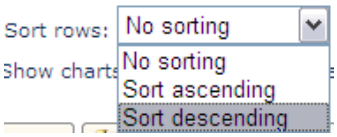
You can choose between Compact Layout and Expanded Layout.



Compact Layout shows the percents and the counts within one column in the chart, when counts and percents are selected as an option.

Expanded Layout separates the percents and the counts in their own columns, when counts and percents are selected as an option.

Sort rows:



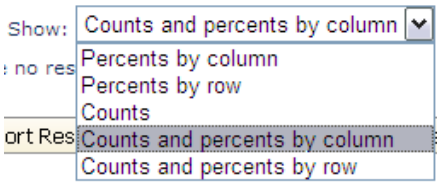
You can sort your results by ascending or descending order.

Ascending order will display the results where the total counts go from smallest to largest.

Descending order will the display the results where the total counts go from largest to smallest.

You may also choose **No Sorting** which will show the responses in the order in which it was built in the survey.

Show:



Percents by column – shows the percents against the column total.
Percents by row – shows the percents against the row total.
Counts – shows only the counts.
Counts and percents by column – shows the counts as well as the percents against the column total.

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Counts and percents by row – shows the counts as well as the percents against the row total.

F2e. Display

Show total row – includes an additional row for total counts.
Show charts – shows charts for each question being viewed.
Terse - removes the rows where the total number of responses is zero.
Include no response – includes those respondents who did not answer the question within the calculations.

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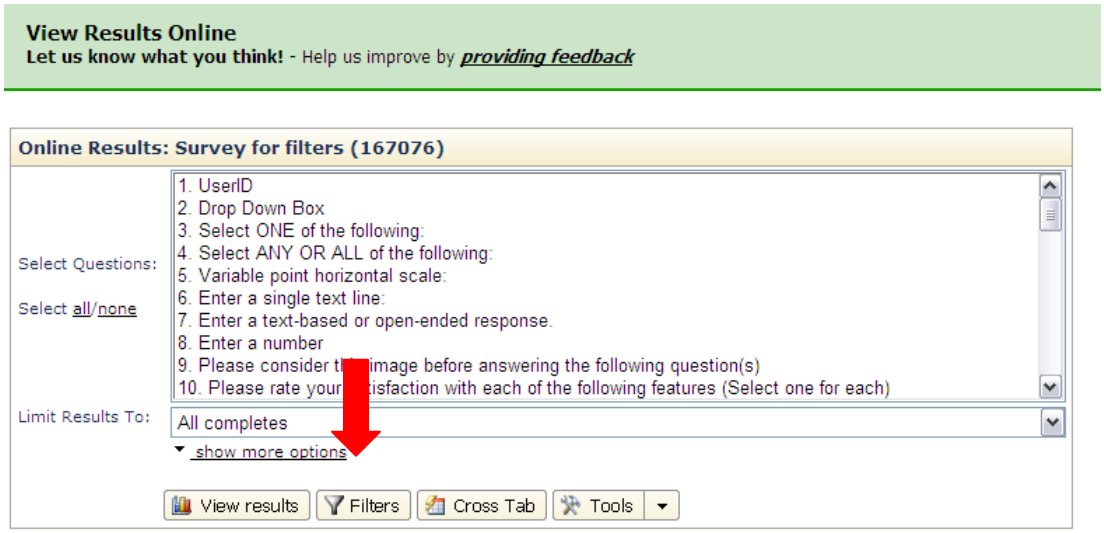
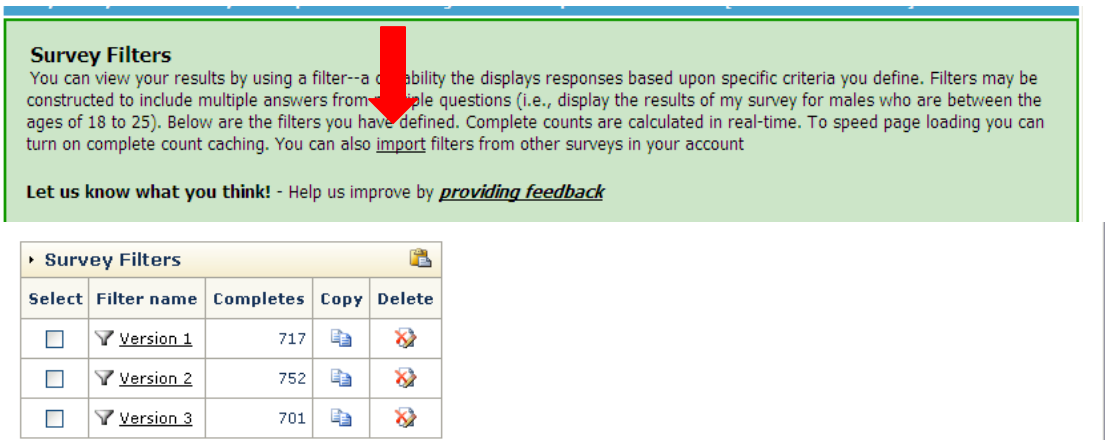
F3. Filters

Filters allow you to cut and/or display the responses of your data based upon specific criteria you define. To set up filters select the **Filters** button on the **View Results Online** page.


View Results Online
Let us know what you think! - Help us improve by providing feedback
Online Results: Survey for filters (167076)
Select Questions:
Select all/none
1. UserID
2. Drop Down Box
3. Select ONE of the following:
4. Select ANY OR ALL of the following:
5. Variable point horizontal scale:
6. Enter a single text line:
7. Enter a text-based or open-ended response.
8. Enter a number
9. Please consider t image before answering the following question(s)
10. Please rate your isfaction with each of the following features (Select one for each)
Limit Results To:
All completes
show more options
View results
Filters
Cross Tab
Tools

F3a. Importing Filters

You can create your filters from scratch. Alternately, you can import filters from existing surveys in your account by clicking on the **import** hyperlink in the green Survey Filters box.


Survey Filters
You can view your results by using a filter--a ability the displays responses based upon specific criteria you define. Filters may be constructed to include multiple answers from le questions (i.e., display the results of my survey for males who are between the ages of 18 to 25). Below are the filters you have defined. Complete counts are calculated in real-time. To speed page loading you can turn on complete count caching. You can also import filters from other surveys in your account
Let us know what you think! - Help us improve by providing feedback
Survey Filters
Select
Filter name
Completes
Copy
Delete
Version 1
717
Version 2
752
Version 3
701

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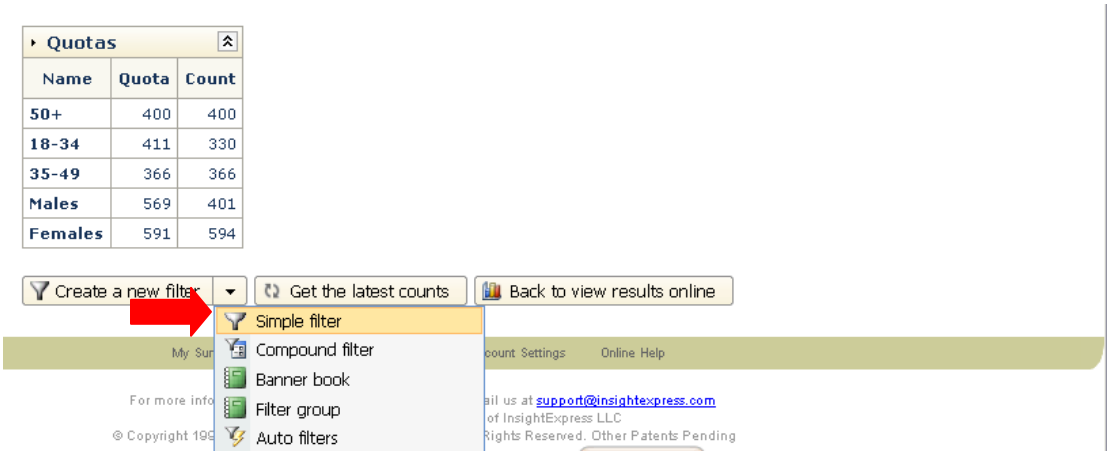
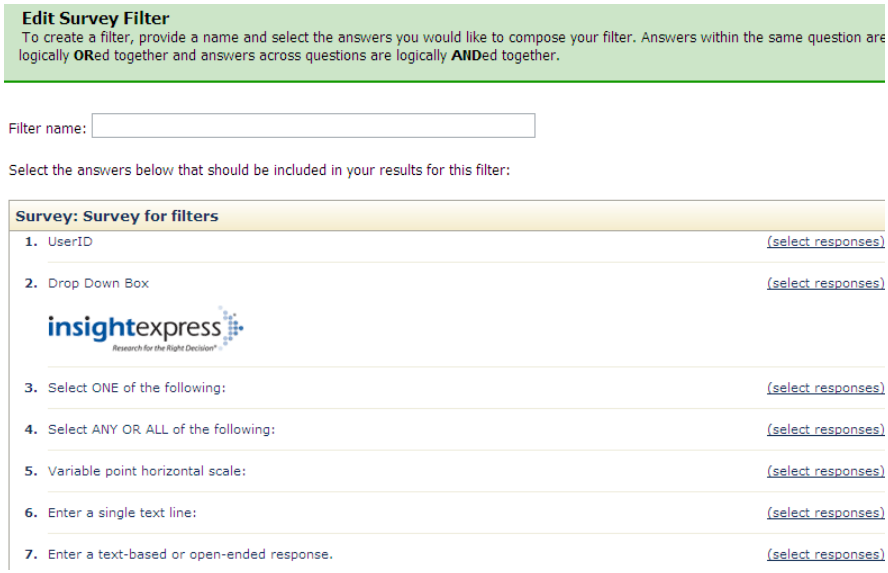
To set up filters individually select **Simple filter**.



You will see a text box for the filter name, as well as the questions within your survey off of which you can filter.


Edit Survey Filter
To create a filter, provide a name and select the answers you would like to compose your filter. Answers within the same question are logically ORed together and answers across questions are logically ANDed together.
Filter name:
Select the answers below that should be included in your results for this filter:
Survey: Survey for filters
1. UserID (select responses)
2. Drop Down Box (select responses)
insightexpress
3. Select ONE of the following: (select responses)
4. Select ANY OR ALL of the following: (select responses)
5. Variable point horizontal scale: (select responses)
6. Enter a single text line: (select responses)
7. Enter a text-based or open-ended response. (select responses)

The different question types have slightly different filter options, as outlined below.

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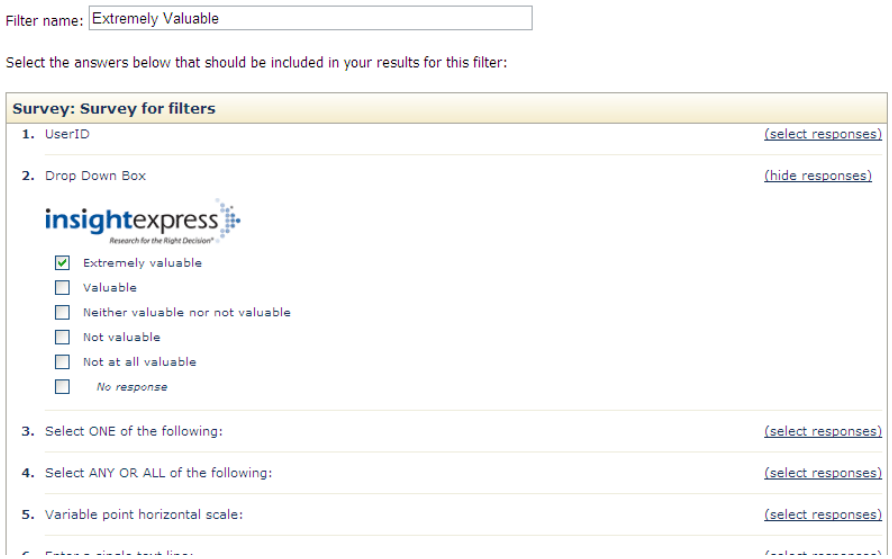
Single Select Questions, including drop down questions, radio buttons and horizontal rating scales.

For all question types, you will see a link for **select responses** to the right of the question. This will expand the answer choices or show a text box for open-ended questions.

For a single select question, simply click on the question or the *select responses* link to view the answer set.


Filter name: Extremely Valuable
Select the answers below that should be included in your results for this filter:
Survey: Survey for filters
1. UserID (select responses)
2. Drop Down Box (hide responses)
insightexpress
Extremely valuable
Valuable
Neither valuable nor not valuable
Not valuable
Not at all valuable
No response
3. Select ONE of the following: (select responses)
4. Select ANY OR ALL of the following: (select responses)
5. Variable point horizontal scale: (select responses)

Next, select the answer choice(s) you wish to have in your filter and then click **Save this filter**.

You also have the option to select **No response** when creating your filter. Doing so groups together those respondents who did not provide an answer to the specific question, which was most likely optional. This choice is available for all question types.

Please note that you may select more than one response in a question or select responses in other questions. If you do, keep in mind that answers within the same question are logically ***OR**ed* together and answers across questions are logically ***AND**ed* together. You can also further define the filter based on dates.

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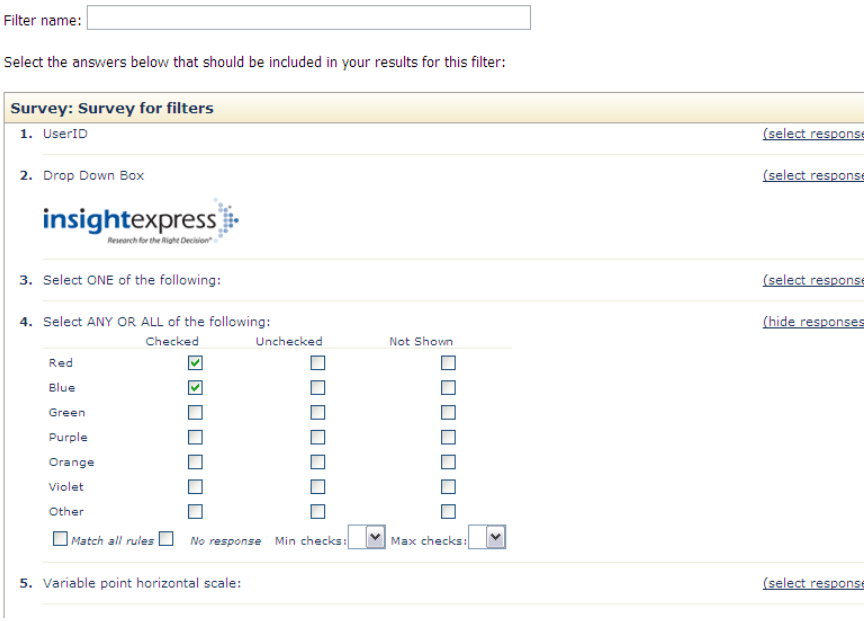
F3b. Question Types

Multi-Select Questions



Many options are available when creating a filter for multi-select questions.

You may create a filter for:

- answer choices that were selected by the respondent,
- answer choices not selected but shown to the respondent
- and answer choices never shown to the respondent (due to scripting logic put in place)

By selecting two answers within the filter, you will group together any respondent who selected either of these two respondents. To group together respondents who selected both responses simply click on **Match all rules**. Which will provide an "anded" logic within the filter, instead of "or" logic.

Finally, you may also filter off of the number of answers checked for a multi-select question. For example, to see how many respondents selected three answer choices, you would set the **Min checks** and the **Max checks** at three.

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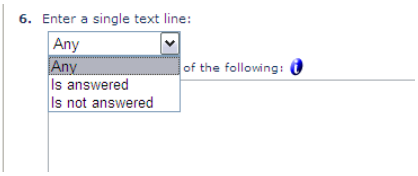
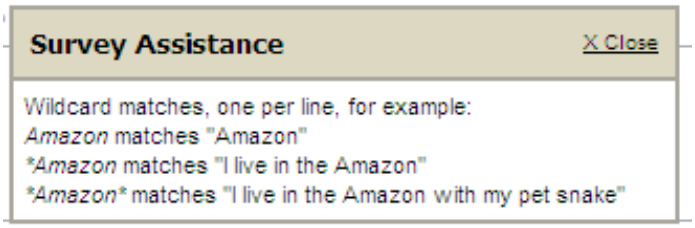
Open-Ended questions, including short and long text boxes.

Open-ended questions allow you to enter specific text for your filter. You may set up the filter to provide respondents who did or did not answer in a certain way.



You may also include the “wild card” character which is an asterisk (*). Below explains how to use the wild card character.


Survey Assistance
X Close
Wildcard matches, one per line, for example:
Amazon matches "Amazon"
*Amazon matches "I live in the Amazon"
Amazon matches "I live in the Amazon with my pet snake"

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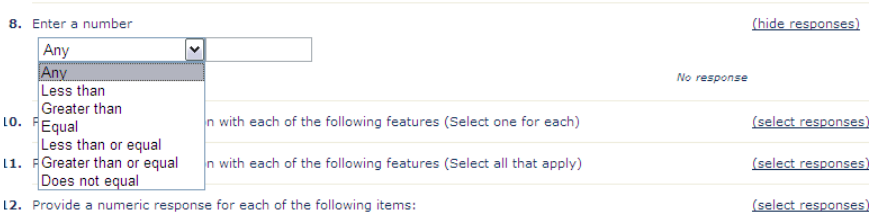
Numeric questions



Filters for numeric value questions may be created based on different values. To do so, insert a value and then specify whether respondents must have provided an answer less than, greater than, equal to, less than or equal to, greater than or equal to, or not equal to a specific value.

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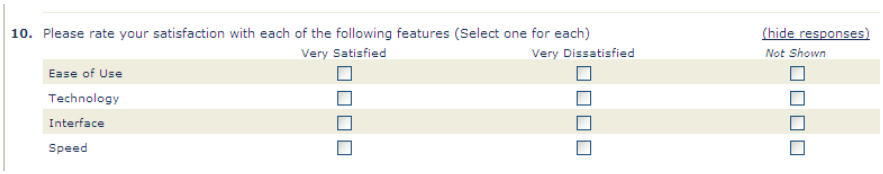
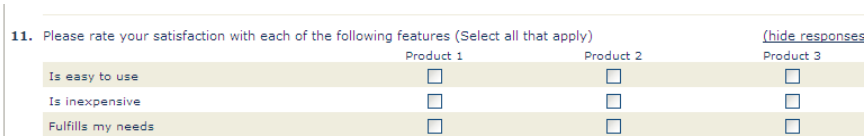
Single Select Grids



For single select grids, you may simply select the responses off of which you wish to filter.

If you select more than one response within the grid question, the logic will be "or-ed." To create a filter with "and" logic you will need to create a compound filter, which is discussed shortly (for example, if you want respondents who said "Very Satisfied for Ease of Use" AND "Technology").

Multi-Select Grids


11. Please rate your satisfaction with each of the following features (Select all that apply)
(hide responses
Product 1
Product 2
Product 3
Is easy to use
Is inexpensive
Fulfills my needs

To create a filter for this question type, simply select the responses that you wish to bucket together. Unlike multi-select questions, if you want respondents who say both Product 1 AND Product 2 are easy to use, you must create a compound filter since the **Match the rules** option is not available here.

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Numeric Grid Questions, which include ranking and allocation.

To create a numeric grid question filter, you may establish a minimum or a maximum answer choice value.

For example, to find people who eat five times a day, you would set both the minimum and maximum value boxes at 5. To find people who eat at least five times a day, you would only set the minimum box at 5. To find the top answer choice in a ranking question, you would insert a one (1) in both the minimum and maximum value boxes.

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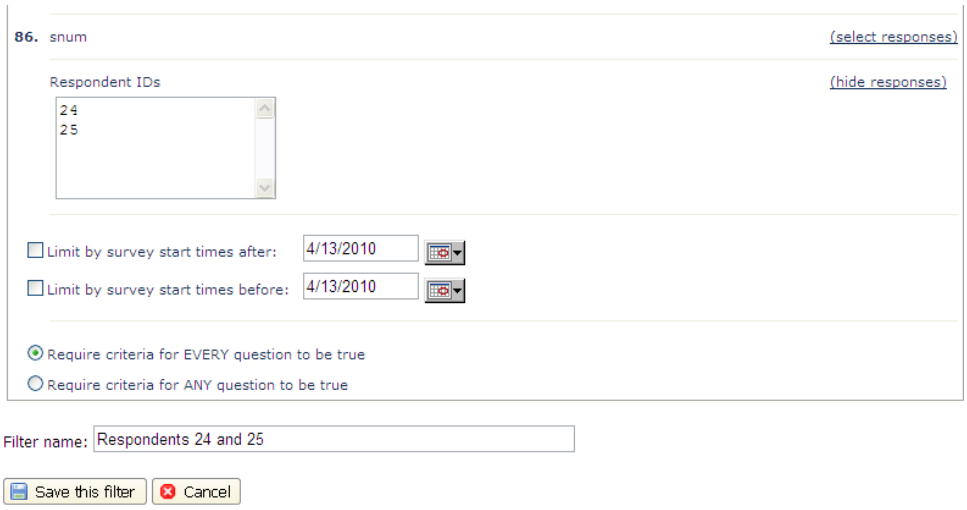
F3c. By respondent

You may also create a filter and include specific respondents. First you will need to know the respondent IDs, which are available in the raw respondent level data that comes in the CSV file. Then create a new simple filter and scroll to the bottom of the page to click on **select responses** for **Respondent IDs**. Input the IDs of the respondents you wish to include in the text box provided.



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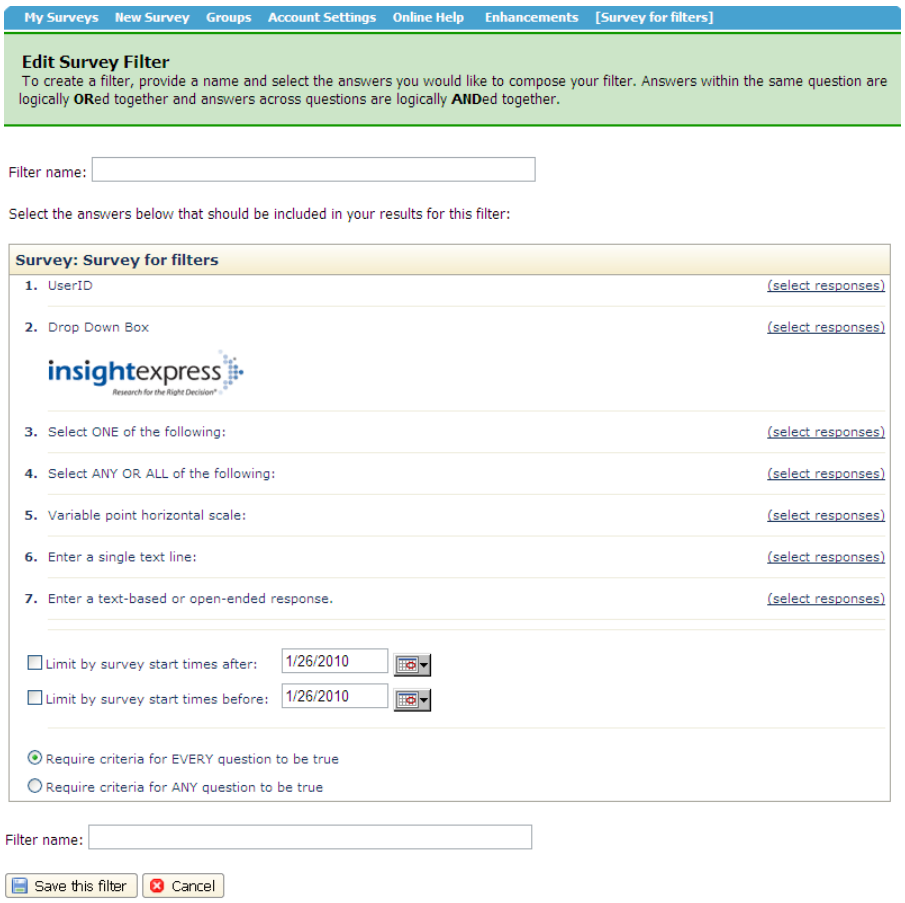
Once you are finished creating your filters, click on the **Save this filter** button.


My Surveys New Survey Groups Account Settings Online Help Enhancements [Survey for filters]
Edit Survey Filter
To create a filter, provide a name and select the answers you would like to compose your filter. Answers within the same question are logically ORed together and answers across questions are logically ANDed together.
Filter name:
Select the answers below that should be included in your results for this filter:
Survey: Survey for filters
1. UserID (select responses)
2. Drop Down Box (select responses)
insightexpress
3. Select ONE of the following: (select responses)
4. Select ANY OR ALL of the following: (select responses)
5. Variable point horizontal scale: (select responses)
6. Enter a single text line: (select responses)
7. Enter a text-based or open-ended response. (select responses)
Limit by survey start times after: 1/26/2010
Limit by survey start times before: 1/26/2010
Require criteria for EVERY question to be true
Require criteria for ANY question to be true
Filter name:
Save this filter
Cancel

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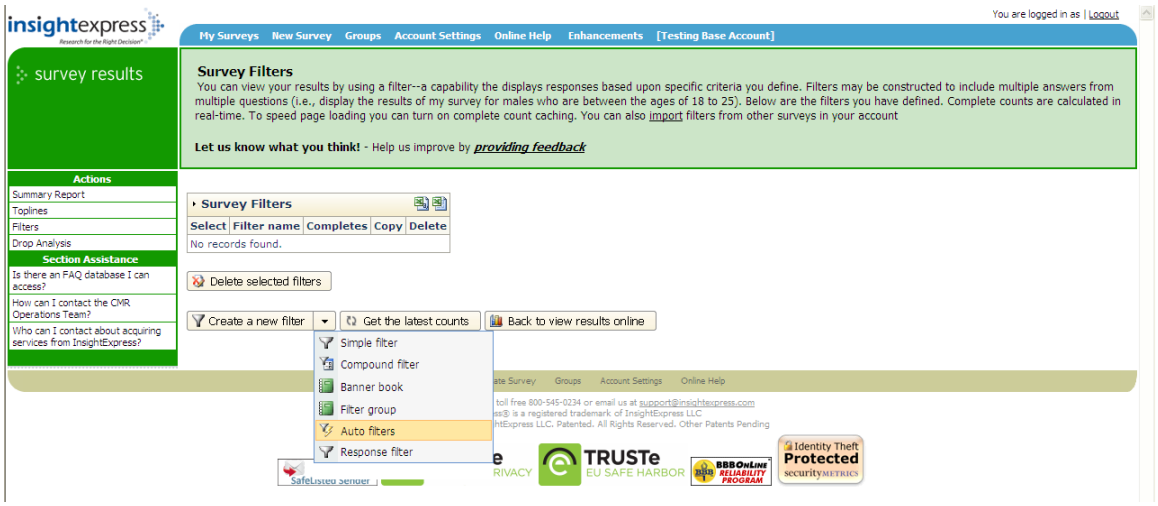
The **Auto filters** button will automatically create filters for the entire question that you select.


insightexpress
You are logged in as | Logout
My Surveys
New Survey
Groups
Account Settings
Online Help
Enhancements
[Testing Base Account]
survey results
Survey Filters
You can view your results by using a filter--a capability the displays responses based upon specific criteria you define. Filters may be constructed to include multiple answers from multiple questions (i.e., display the results of my survey for males who are between the ages of 18 to 25). Below are the filters you have defined. Complete counts are calculated in real-time. To speed page loading you can turn on complete count caching. You can also import filters from other surveys in your account
Let us know what you think! - Help us improve by providing feedback
Actions
Summary Report
Toplines
Filters
Drop Analysis
Section Assistance
Is there an FAQ database I can access?
How can I contact the CMR Operations Team?
Who can I contact about acquiring services from InsightExpress?
Survey Filters
Select
Filter name
Completes
Copy
Delete
No records found.
Delete selected filters
Create a new filter
Get the latest counts
Back to view results online
Simple filter
Compound filter
Banner book
Filter group
Auto filters
Response filter
TRUSTe
EU SAFE HARBOR
Identity Theft Protected

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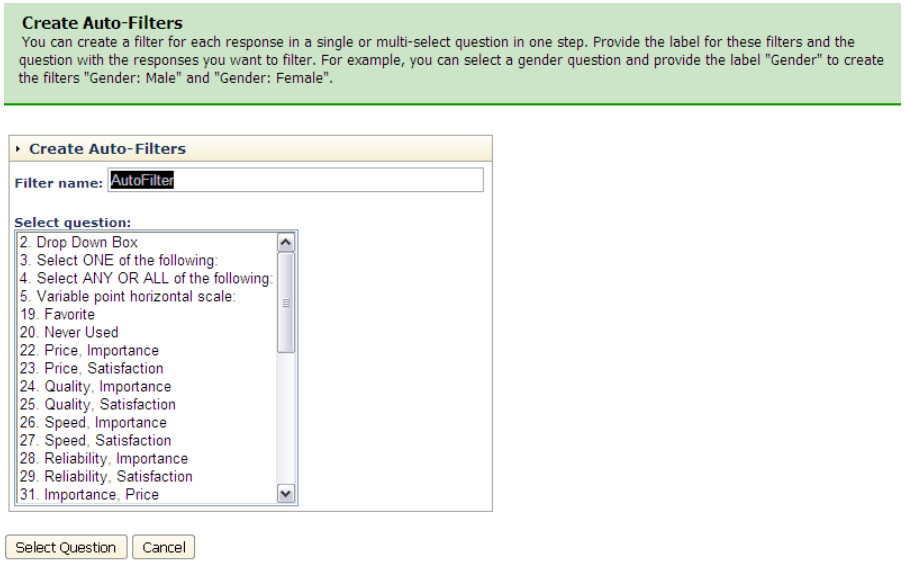
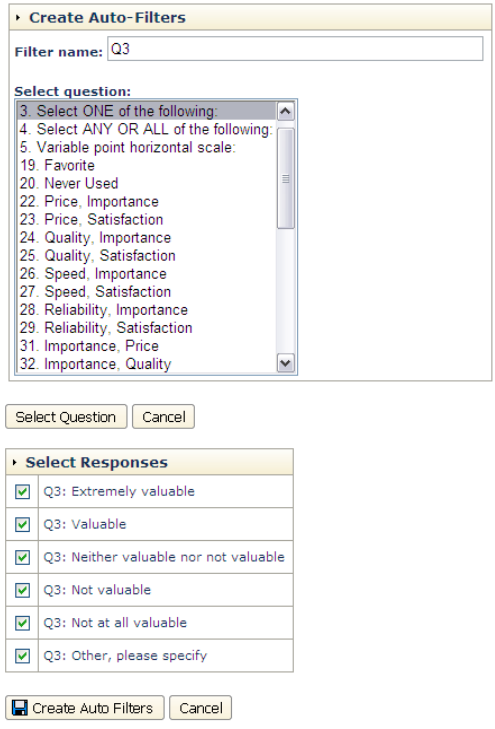
It is a helpful tool if you need to create individual filters off answer choices in the same question:


Create Auto-Filters
You can create a filter for each response in a single or multi-select question in one step. Provide the label for these filters and the question with the responses you want to filter. For example, you can select a gender question and provide the label "Gender" to create the filters "Gender: Male" and "Gender: Female".
Create Auto-Filters
Filter name:
AutoFilter
Select question:
2. Drop Down Box
3. Select ONE of the following:
4. Select ANY OR ALL of the following:
5. Variable point horizontal scale:
19. Favorite
20. Never Used
22. Price, Importance
23. Price, Satisfaction
24. Quality, Importance
25. Quality, Satisfaction
26. Speed, Importance
27. Speed, Satisfaction
28. Reliability, Importance
29. Reliability, Satisfaction
31. Importance, Price
Select Question
Cancel

To begin, label the Auto Filter. The label can be anything from the question number to the question topic (age, gender, etc). Next, choose the question for which you would like to automatically create filters and then select the **Responses**. Once you have selected the filters you would like to create, click **Create Auto Filters**.



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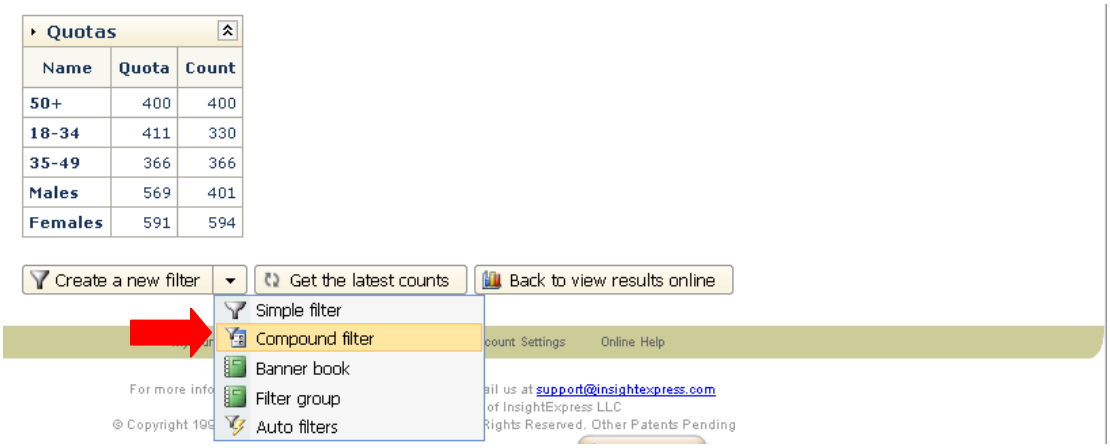
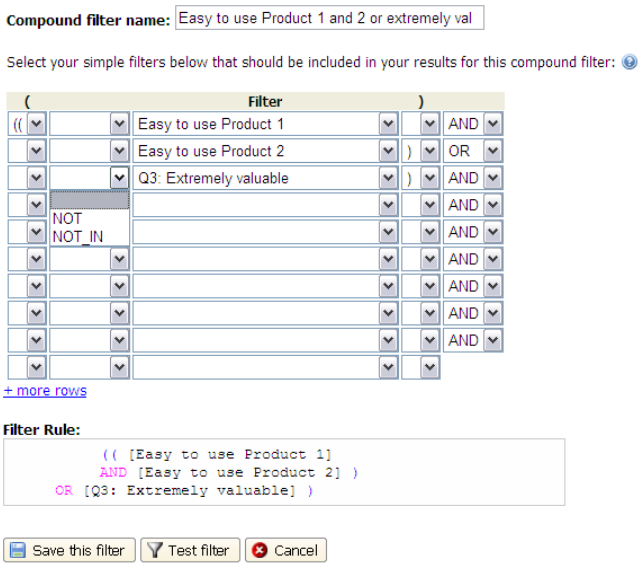
F3d. Compound Filters

Compound Filters allow you to create more complex filters using different logical statements including AND, OR, NOT and NOT IN. They are found on the Filters section on the View Results Online page.



To create a Compound Filter, first choose a name and then construct a logic statement using the desired simple filters and conditions you would like to include (see below). Once created, your simple filters can be combined and saved here as compound filters.


Compound filter name: Easy to use Product 1 and 2 or extremely val
Select your simple filters below that should be included in your results for this compound filter:
(Filter)
((Easy to use Product 1 AND
Easy to use Product 2) OR
Q3: Extremely valuable) AND
NOT
NOT_IN
+ more rows
Filter Rule:
(([Easy to use Product 1]
AND [Easy to use Product 2])
OR [Q3: Extremely valuable])
Save this filter
Test filter
Cancel

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Building Compound Filters

To combine two or more simple filters use the **AND** operator. As a result, you will be able to view data for respondents that meet multiple criteria/conditions.

Example: Age 18-25 ***AND*** *Males*

Use the **OR** operator to evaluate two or more simple filters. As a result, you will be able to view data for responses that meet one OR the other criteria/conditions.

Example: New York ***OR*** *New Jersey OR Connecticut*

Use the **NOT** operator to exclude data. This operator may also be used in conjunction with the AND or OR operators to exclude data based on multiple conditions. As a result, data is returned which DOES NOT meet the NOT conditions used in this filter.

Example: Owns a home AND ***NOT*** *Married*

Use the **NOT IN** operator to select ALL records that are NOT in an existing filter.

NOT vs. NOT_IN
When a filter selection is preceded by "NOT", the results returned will be records where the selected filter condition is not true (the filter's questions were answered and do not match).

A filter preceded by with "NOT_IN" selects all records that weren't selected by the filter whether the underlying questions were answered or not.

For example, a filter such as "Country: United States" may be defined to select all respondents who indicated they live in the United States in question 10. A compound filter for "NOT [Country: United States]" selects all respondents who answered question 10 with a response other than United States. A compound filter for "NOT_IN [United States]" selects all respondents who are not included in the filter [United States] regardless of whether or not they answered question 10. Therefore, if the survey contains 100 respondents and 90 selected United States in question 10, then there will be 10 respondents in the filter "NOT_IN [Country: United States]."

Use the open parenthesis operator "**(**"to begin grouping multiple simple filters together. You must use close parenthesis "**)**" to close the group. The expression contained inside the parenthesis will be evaluated before any operators outside

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of the parenthesis. As a result, data will be returned when the grouped condition(s) and/or the additional conditions of this filter have been met.

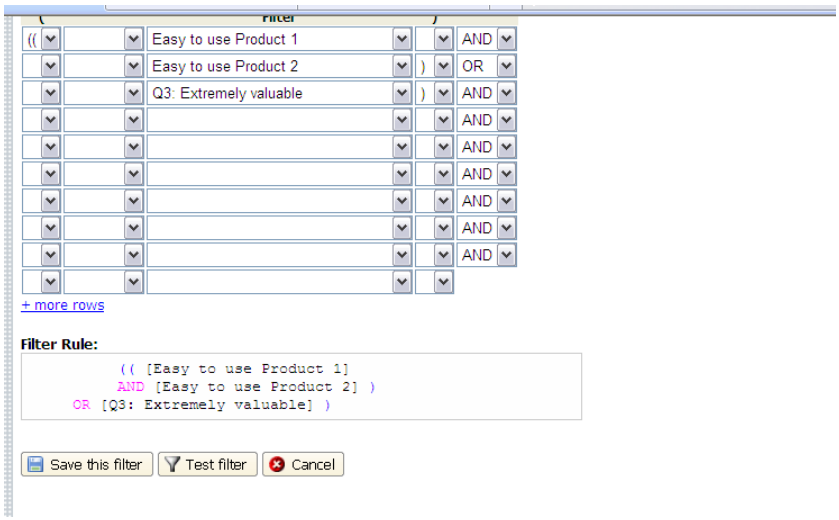
*Example: Travels frequently OR **(**Planning a vacation AND Infrequent traveler**)***

Use the **((** operator to begin a group which will contain additional groups/subgroups within itself. You must use either **))** or **)expression)** to close this group. The expression(s) contained within the innermost parenthesis will be evaluated before expressions that are part of the outer group. As a result, data will be returned when the grouped condition(s) and/or the additional conditions of this filter have been met.

*Example: Age 25-34 OR **((**High school student OR College student) AND Employed full time**))***

*Example: **((**California OR New York) AND Female AND (Cell phone user OR PDA user**))***

Once you create your compound filter, you will see the logic statement in the **Filter Rule** box. This display will allow you to read how you have set up your filter and confirm that it is correct. You will be notified if a parenthesis is missing or if any of the logic is incorrect.



You may also test your filter by clicking on the **Test filter** button. You will then receive a notice of how many records are in the filter you are creating. This notice may be able to indicate whether you are setting up your filter incorrectly, especially if you expect to see a specific number of records for the filter you just created.

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Alert

Matching Records = 0

Compound filter name: Easy to use Product 1 and 2 OR extremely val

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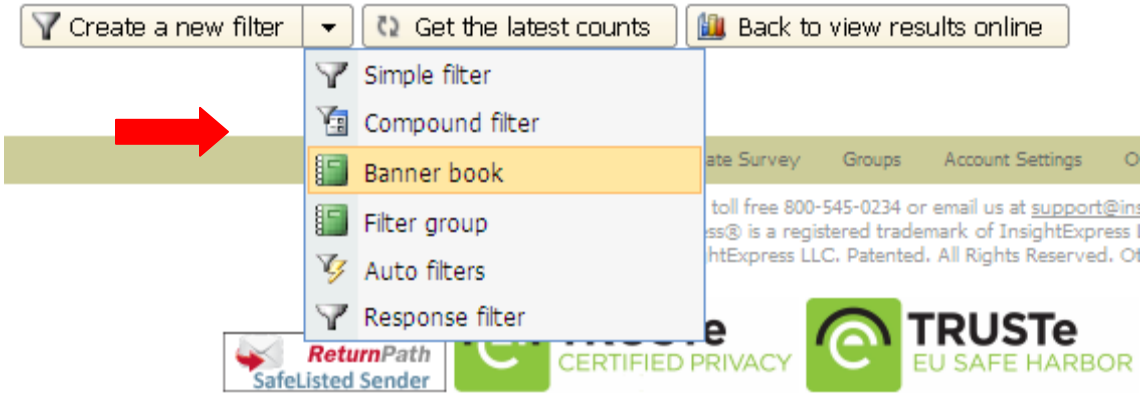
F3e. Banner Books

Create a Banner Book to organize your filters, and choose to view your results by a variety of data points.



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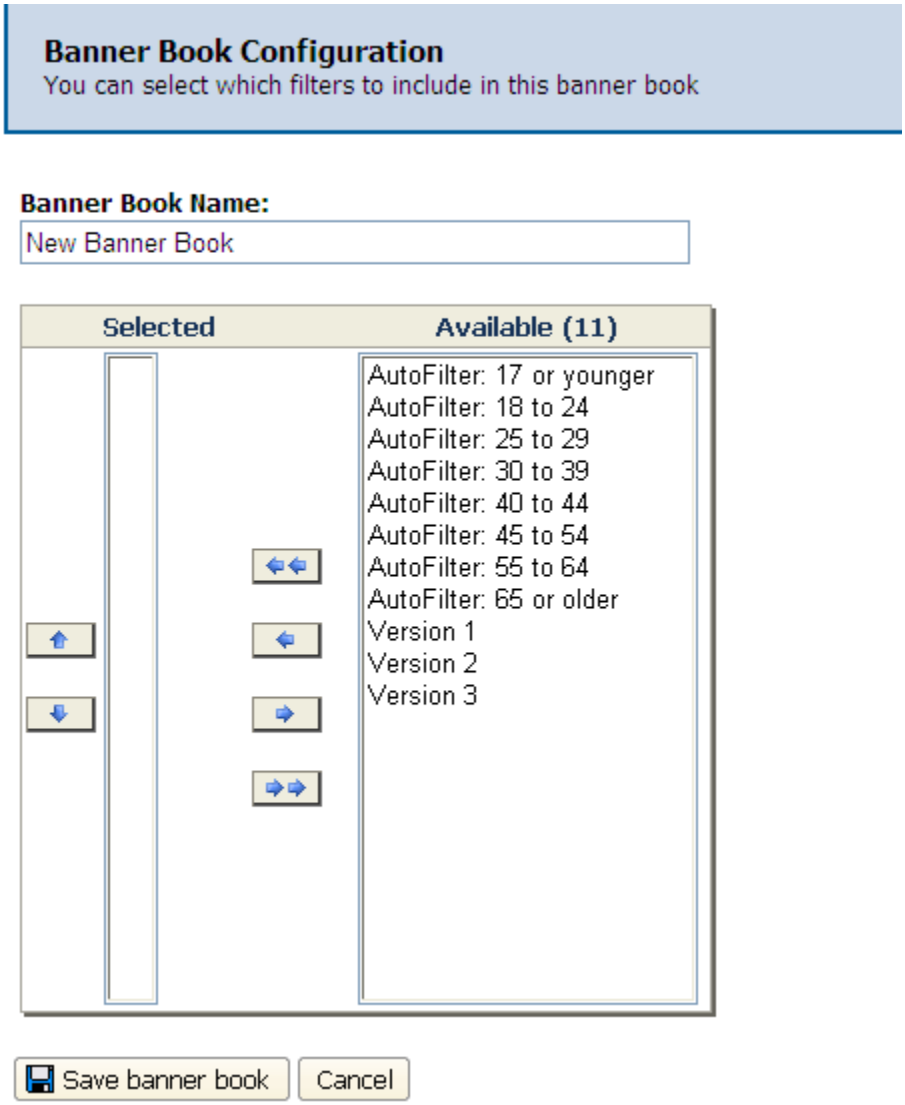
To create a Banner Book, first choose a name.



Next, highlight the **Available filters** on the right hand side and use the arrows to move them to the **Selected Filters** columns.

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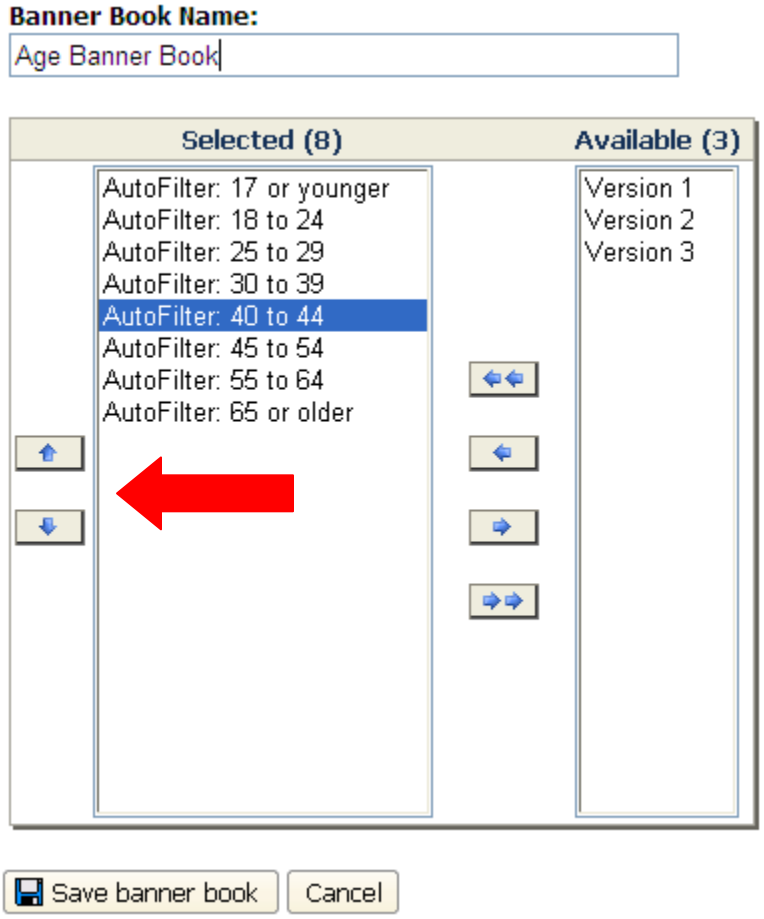
You can then use the arrows on the left hand side to order the selected filters as desired.



Once you are satisfied with the order, click **Save banner book**. For more information on how to view your results with a Banner Book, please refer to section F2b.

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Get the Latest Counts:

If you are creating filters while your survey is running, you can click on **Get the latest counts** for real-time counts on the filters.

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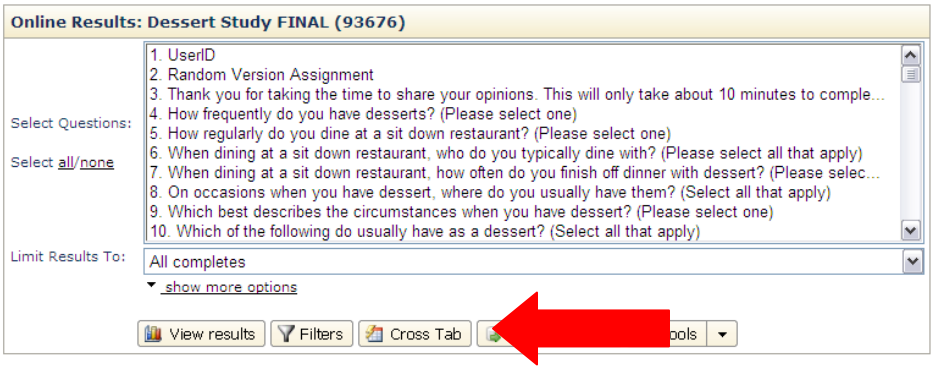
F4. Cross Tab


Online Results: Dessert Study FINAL (93676)
Select Questions:
Select all/none
1. UserID
2. Random Version Assignment
3. Thank you for taking the time to share your opinions. This will only take about 10 minutes to comple...
4. How frequently do you have desserts? (Please select one)
5. How regularly do you dine at a sit down restaurant? (Please select one)
6. When dining at a sit down restaurant, who do you typically dine with? (Please select all that apply)
7. When dining at a sit down restaurant, how often do you finish off dinner with dessert? (Please selec...
8. On occasions when you have dessert, where do you usually have them? (Select all that apply)
9. Which best describes the circumstances when you have dessert? (Please select one)
10. Which of the following do usually have as a dessert? (Select all that apply)
Limit Results To:
All completes
show more options
View results
Filters
Cross Tab

A cross tab is used to compare two questions or multiple questions. Please refer to section F1a for additional info.

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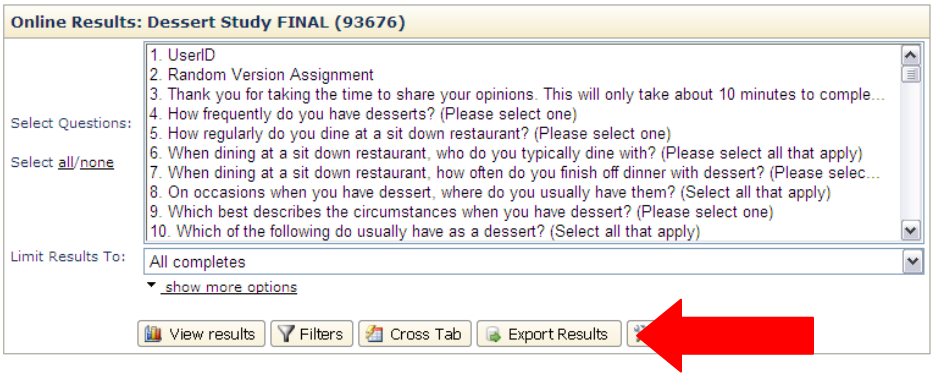
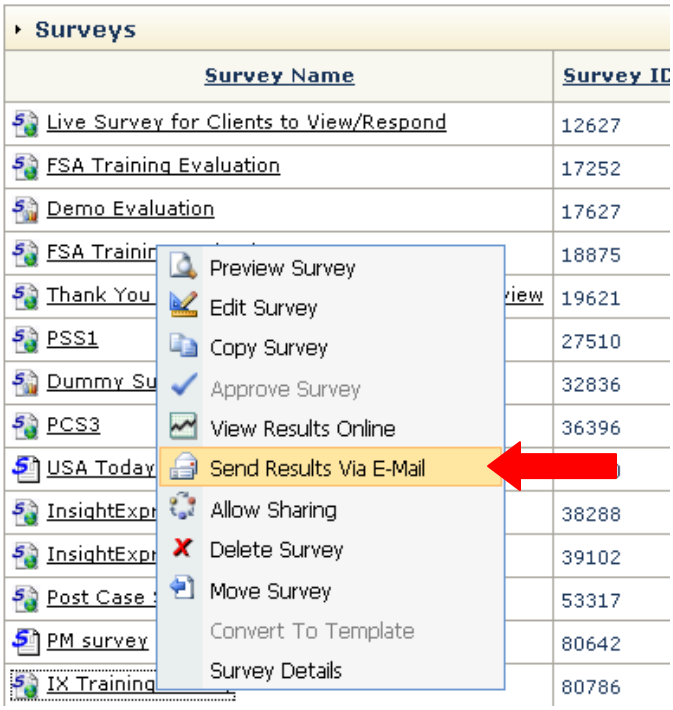
F5. Export Results

Survey results can be delivered to your desktop via email in Microsoft Excel, CSV, Fixed Field Output, SPSS Portable Document Format, SAS Format or an xml file.

You can elect to have specific subsets of your data, or questions within your data, delivered. You can also establish a schedule to receive a data file in your email automatically.


Online Results: Dessert Study FINAL (93676)
Select Questions:
Select all/none
1. UserID
2. Random Version Assignment
3. Thank you for taking the time to share your opinions. This will only take about 10 minutes to comple...
4. How frequently do you have desserts? (Please select one)
5. How regularly do you dine at a sit down restaurant? (Please select one)
6. When dining at a sit down restaurant, who do you typically dine with? (Please select all that apply)
7. When dining at a sit down restaurant, how often do you finish off dinner with dessert? (Please selec...
8. On occasions when you have dessert, where do you usually have them? (Select all that apply)
9. Which best describes the circumstances when you have dessert? (Please select one)
10. Which of the following do usually have as a dessert? (Select all that apply)
Limit Results To:
All completes
show more options
View results
Filters
Cross Tab
Export Results

You may also access the Export Results section from the **My Surveys** page by clicking on the survey name and choose **Send Results Via E-Mail** form the menu.



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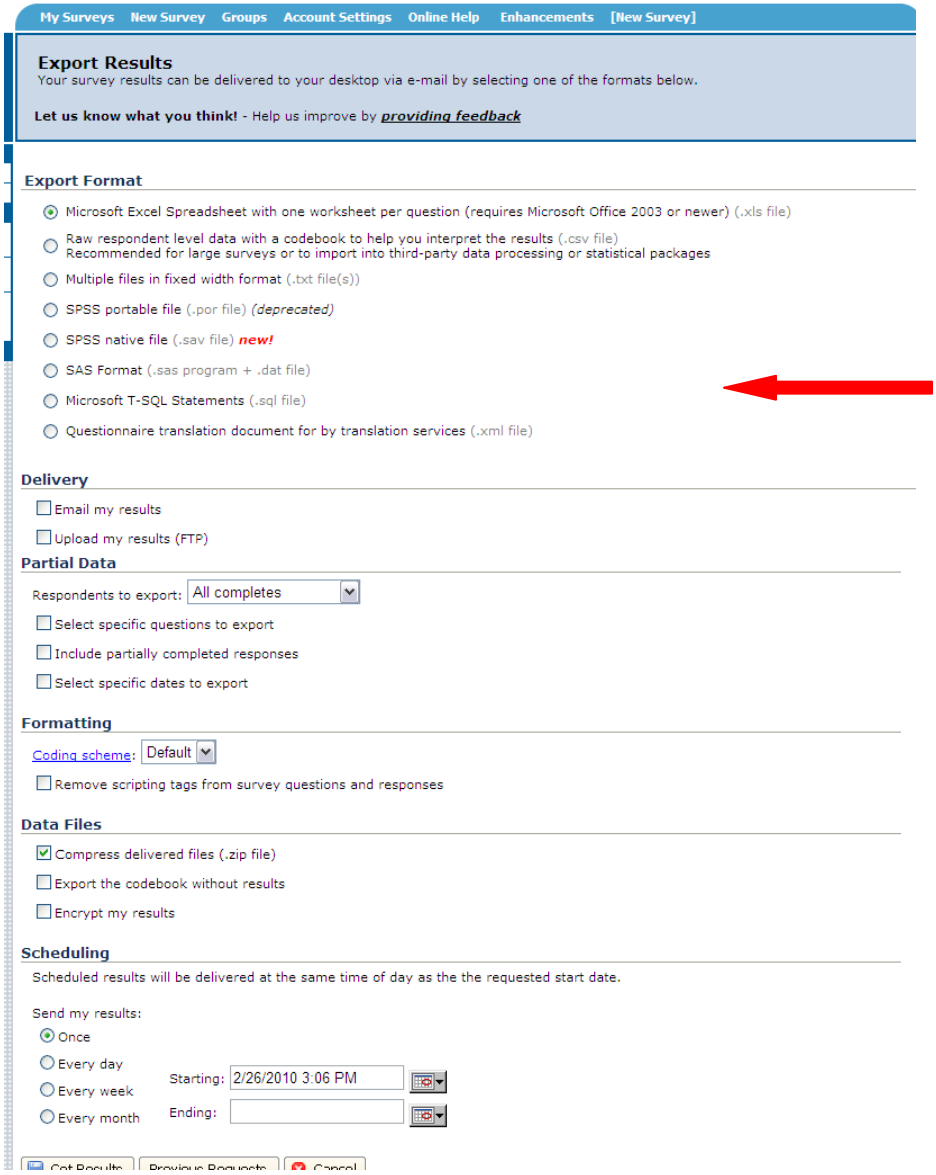
Simply select the radio button for the **Export Format** desired, enter the email address where the results should be delivered, and click the **Get Results** button at the bottom of the screen. Your results should be delivered to your chosen email address within an hour.


My Surveys
New Survey
Groups
Account Settings
Online Help
Enhancements
[New Survey]
Export Results
Your survey results can be delivered to your desktop via e-mail by selecting one of the formats below.
Let us know what you think! - Help us improve by providing feedback
Export Format
Microsoft Excel Spreadsheet with one worksheet per question (requires Microsoft Office 2003 or newer) (.xls file)
Raw respondent level data with a codebook to help you interpret the results (.csv file)
Recommended for large surveys or to import into third-party data processing or statistical packages
Multiple files in fixed width format (.txt file(s))
SPSS portable file (.por file) (deprecated)
SPSS native file (.sav file) new!
SAS Format (.sas program + .dat file)
Microsoft T-SQL Statements (.sql file)
Questionnaire translation document for by translation services (.xml file)
Delivery
Email my results
Upload my results (FTP)
Partial Data
Respondents to export: All completes
Select specific questions to export
Include partially completed responses
Select specific dates to export
Formatting
Coding scheme: Default
Remove scripting tags from survey questions and responses
Data Files
Compress delivered files (.zip file)
Export the codebook without results
Encrypt my results
Scheduling
Scheduled results will be delivered at the same time of day as the the requested start date.
Send my results:
Once
Every day
Every week
Every month
Starting: 2/26/2010 3:06 PM
Ending:

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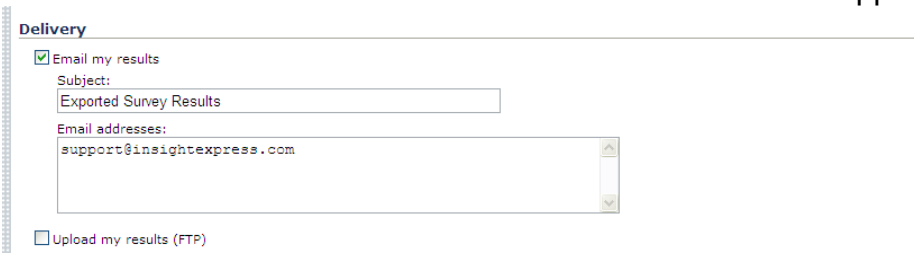
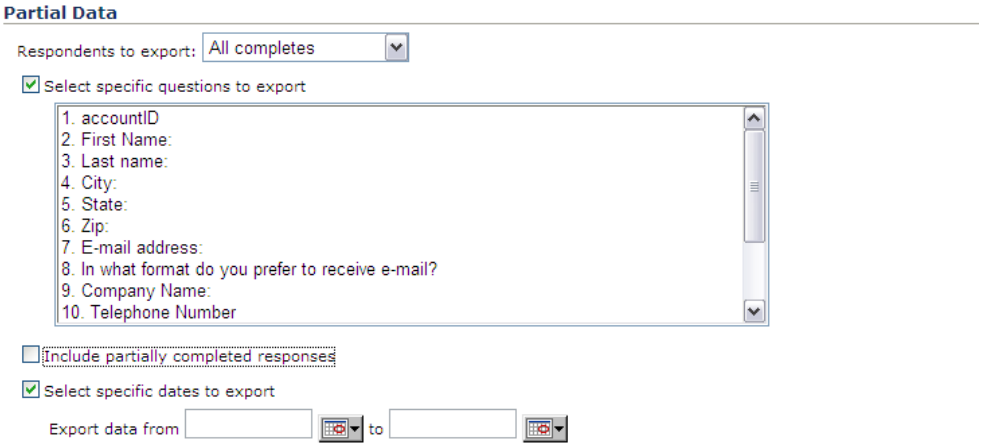
Several other options are detailed in the following images.

- Delivery: You may choose to email your results or upload them to an ftp site. If you'd like to email them, you are able to adjust the subject line and enter additional email addresses. Results will be sent in a zipped file.



- Partial Data: You may request specific information from your survey, such as certain respondents (based on filters already created in the results), specific questions and partially completed responses. In addition, you may look at the results within a specific time frame



- Formatting: You can select a custom coding scheme that you have created (please see next section on how to create one) or remove any scripting from the survey. For example, this option would remove scripting within the question labels to improve readability.

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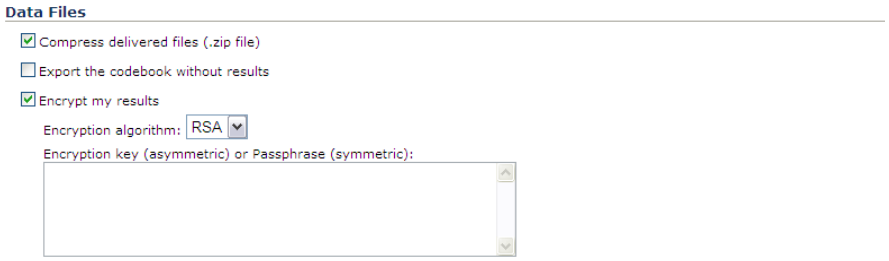
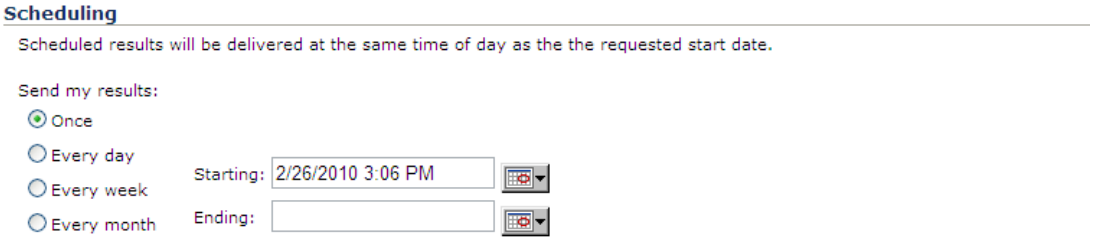
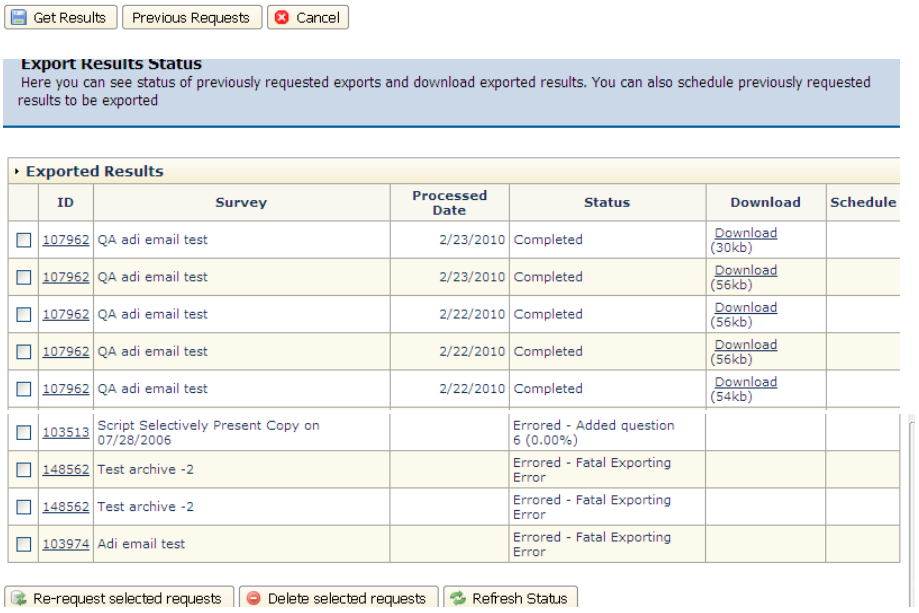
- Data Files: By default, the result files will be compressed; however, if the email server you currently use does not support zipped files, be sure to de-select the box labeled **Compressed files**. You may also just export the codebook without the results as well as encrypt your file.


Data Files
Compress delivered files (.zip file)
Export the codebook without results
Encrypt my results
Encryption algorithm: RSA
Encryption key (asymmetric) or Passphrase (symmetric):

- Scheduling: You have the option to schedule your results for delivery once, every day, every week, or every month and you can provide a start and end date as well.



- Previous Requests: This option allows you to view all of the previous requests you have had in your account. You will see the survey ID, survey name, processed date, status (completed, pending, errored), and a link to download the file.


Get Results
Previous Requests
Cancel
Export Results Status
Here you can see status of previously requested exports and download exported results. You can also schedule previously requested results to be exported
Exported Results
ID
Survey
Processed Date
Status
Download
Schedule
107962 QA adi email test 2/23/2010 Completed Download (30kb)
107962 QA adi email test 2/23/2010 Completed Download (56kb)
107962 QA adi email test 2/22/2010 Completed Download (56kb)
107962 QA adi email test 2/22/2010 Completed Download (56kb)
107962 QA adi email test 2/22/2010 Completed Download (54kb)
103513 Script Selectively Present Copy on 07/28/2006 Errored - Added question 6 (0.00%)
148562 Test archive -2 Errored - Fatal Exporting Error
148562 Test archive -2 Errored - Fatal Exporting Error
103974 Adi email test Errored - Fatal Exporting Error
Re-request selected requests
Delete selected requests
Refresh Status

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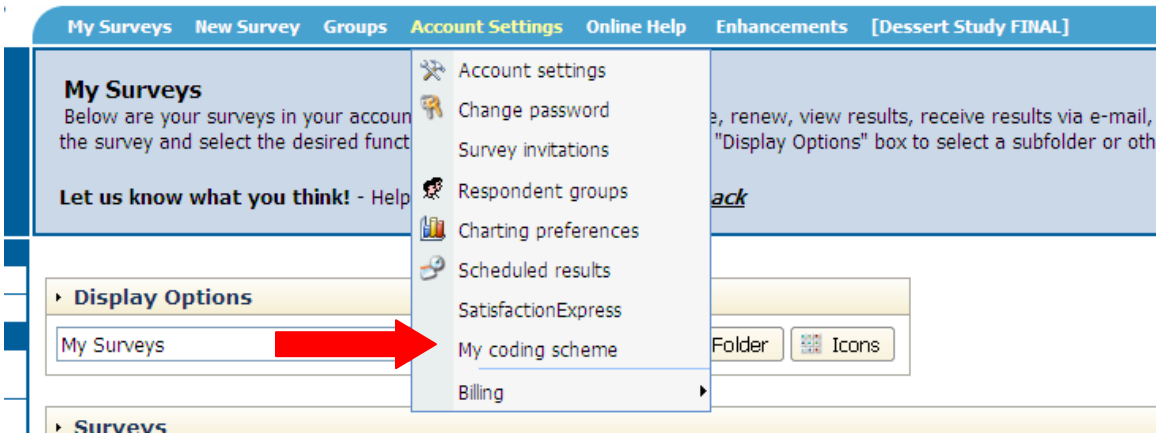
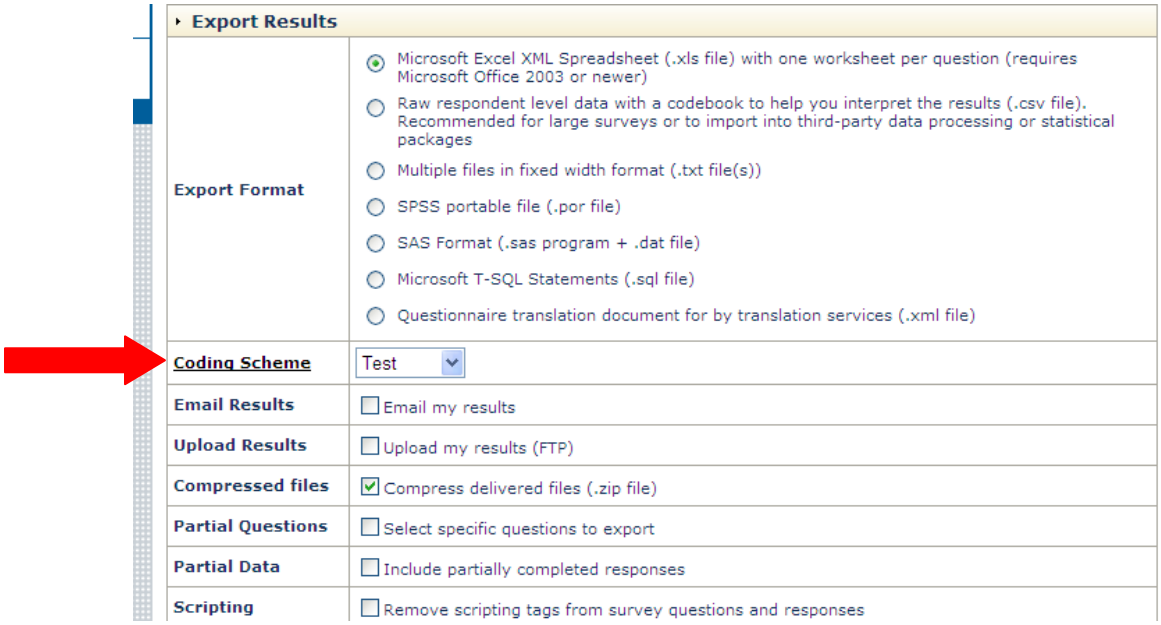
F6. My Coding Scheme

This feature allows you to define your coding scheme for .csv files or fixed width files. You can get to the Coding Scheme Section in two different ways, through **Account Settings** (shown below) or through **Send Results Via E-Mail** (shown in the second image below).




Export Results
Export Format
Microsoft Excel XML Spreadsheet (.xls file) with one worksheet per question (requires Microsoft Office 2003 or newer)
Raw respondent level data with a codebook to help you interpret the results (.csv file). Recommended for large surveys or to import into third-party data processing or statistical packages
Multiple files in fixed width format (.txt file(s))
SPSS portable file (.por file)
SAS Format (.sas program + .dat file)
Microsoft T-SQL Statements (.sql file)
Questionnaire translation document for by translation services (.xml file)
Coding Scheme
Test
Email Results
Email my results
Upload Results
Upload my results (FTP)
Compressed files
Compress delivered files (.zip file)
Partial Questions
Select specific questions to export
Partial Data
Include partially completed responses
Scripting
Remove scripting tags from survey questions and responses

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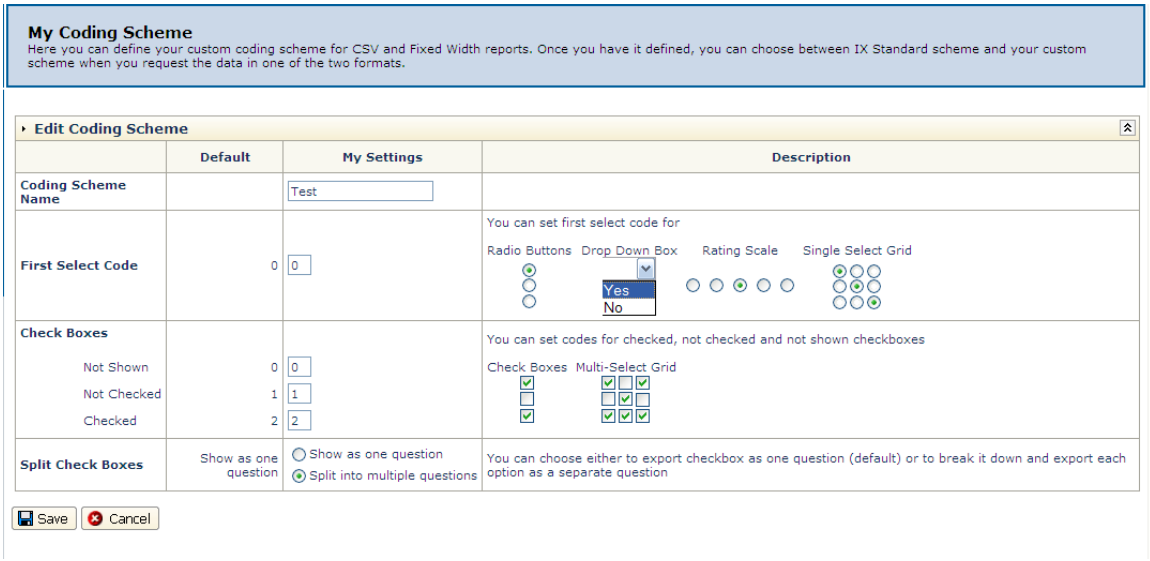
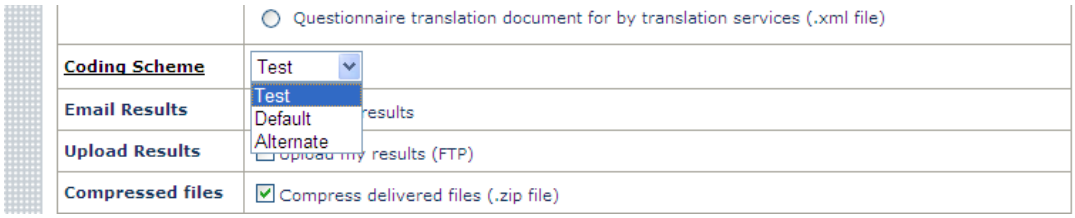
The following image details customization options for coding answer choices.



You can name the coding scheme, and adjust the codes for checkboxes and **First Select Codes** (the first code in a single select response). First Select Codes start with a zero, but may be adjusted to a 1 here. You may also determine whether checkbox questions are shown in 1 or 2 columns (the default is 1 column).

Once you have saved the coding scheme name, you can choose your coding scheme on the **Send Results Via E-Mail** page.



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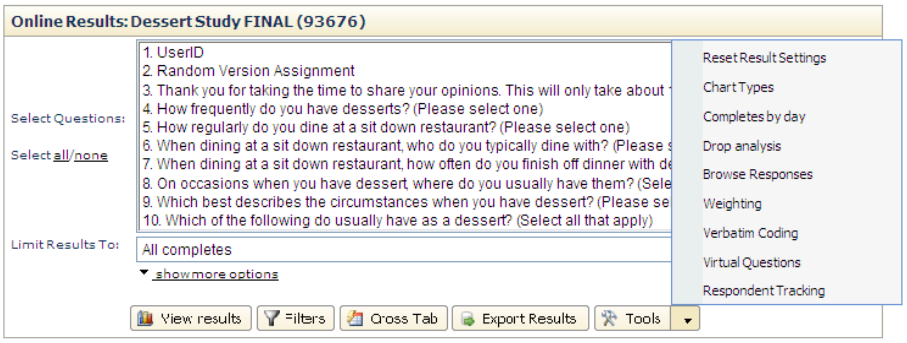
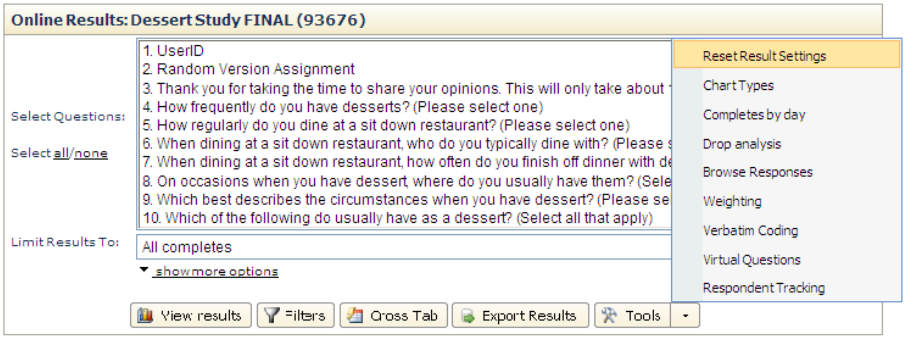
F7. Tools Menu

In addition to the other reporting options, there are some helpful tools that can assist in viewing your results online.


Online Results: Dessert Study FINAL (93676)
Select Questions:
Select all/none
1. UserID
2. Random Version Assignment
3. Thank you for taking the time to share your opinions. This will only take about
4. How frequently do you have desserts? (Please select one)
5. How regularly do you dine at a sit down restaurant? (Please select one)
6. When dining at a sit down restaurant, who do you typically dine with? (Please
7. When dining at a sit down restaurant, how often do you finish off dinner with de
8. On occasions when you have dessert, where do you usually have them? (Sele
9. Which best describes the circumstances when you have dessert? (Please se
10. Which of the following do usually have as a dessert? (Select all that apply)
Limit Results To:
All completes
show more options
View results
Filters
Cross Tab
Export Results
Tools
Reset Result Settings
Chart Types
Completes by day
Drop analysis
Browse Responses
Weighting
Verbatim Coding
Virtual Questions
Respondent Tracking

F7a. Reset Result Settings


Online Results: Dessert Study FINAL (93676)
Select Questions:
Select all/none
1. UserID
2. Random Version Assignment
3. Thank you for taking the time to share your opinions. This will only take about
4. How frequently do you have desserts? (Please select one)
5. How regularly do you dine at a sit down restaurant? (Please select one)
6. When dining at a sit down restaurant, who do you typically dine with? (Please
7. When dining at a sit down restaurant, how often do you finish off dinner with de
8. On occasions when you have dessert, where do you usually have them? (Sele
9. Which best describes the circumstances when you have dessert? (Please se
10. Which of the following do usually have as a dessert? (Select all that apply)
Limit Results To:
All completes
show more options
View results
Filters
Cross Tab
Export Results
Tools
Reset Result Settings
Chart Types
Completes by day
Drop analysis
Browse Responses
Weighting
Verbatim Coding
Virtual Questions
Respondent Tracking

Reset result settings allows you to remove all of the reporting options that you have applied to the questions in your survey. It will show the results as if you were looking at them for the first time.

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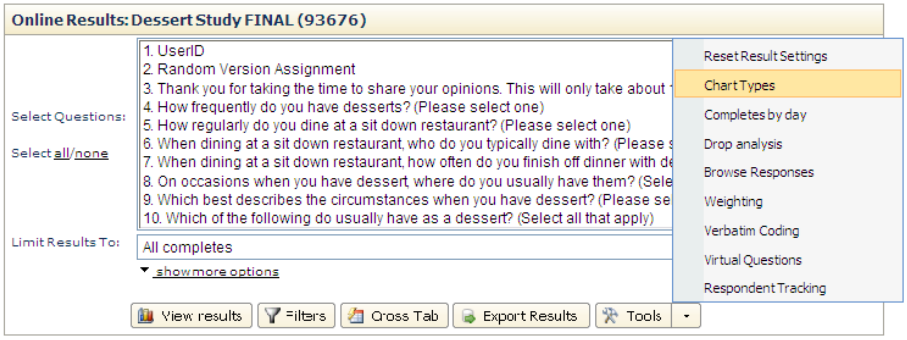
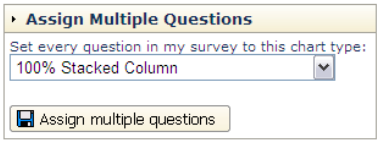
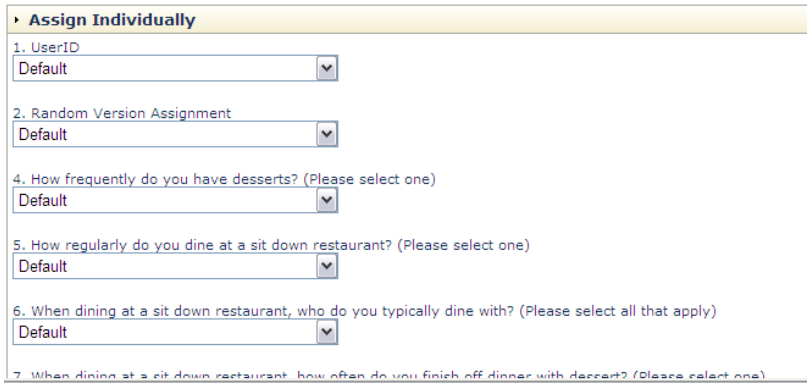
F7b. Chart Types


Online Results: Dessert Study FINAL (93676)
Select Questions:
Select all/none
1. UserID
2. Random Version Assignment
3. Thank you for taking the time to share your opinions. This will only take about
4. How frequently do you have desserts? (Please select one)
5. How regularly do you dine at a sit down restaurant? (Please select one)
6. When dining at a sit down restaurant, who do you typically dine with? (Please
7. When dining at a sit down restaurant, how often do you finish off dinner with de
8. On occasions when you have dessert, where do you usually have them? (Sele
9. Which best describes the circumstances when you have dessert? (Please se
10. Which of the following do usually have as a dessert? (Select all that apply)
Limit Results To:
All completes
show more options
View results
Filters
Cross Tab
Export Results
Tools
Reset Result Settings
Chart Types
Completes by day
Drop analysis
Browse Responses
Weighting
Verbatim Coding
Virtual Questions
Respondent Tracking

This tool allows you to define the chart types for your questions. You can either select one chart for all questions or go through each question and select a different chart.


Assign Multiple Questions
Set every question in my survey to this chart type:
100% Stacked Column
Assign multiple questions


Assign Individually
1. UserID
Default
2. Random Version Assignment
Default
4. How frequently do you have desserts? (Please select one)
Default
5. How regularly do you dine at a sit down restaurant? (Please select one)
Default
6. When dining at a sit down restaurant, who do you typically dine with? (Please select all that apply)
Default

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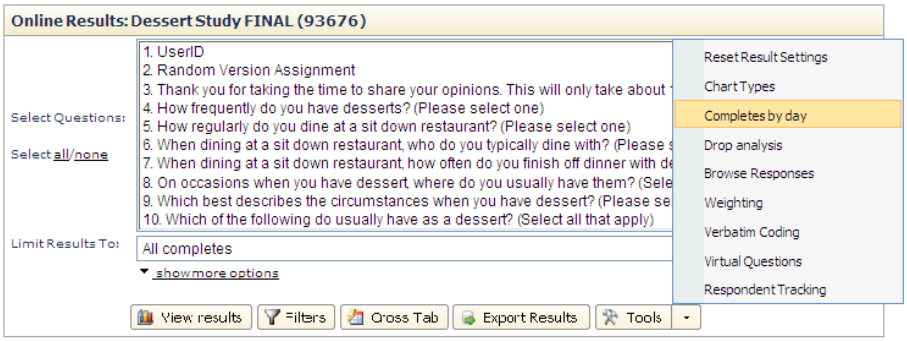
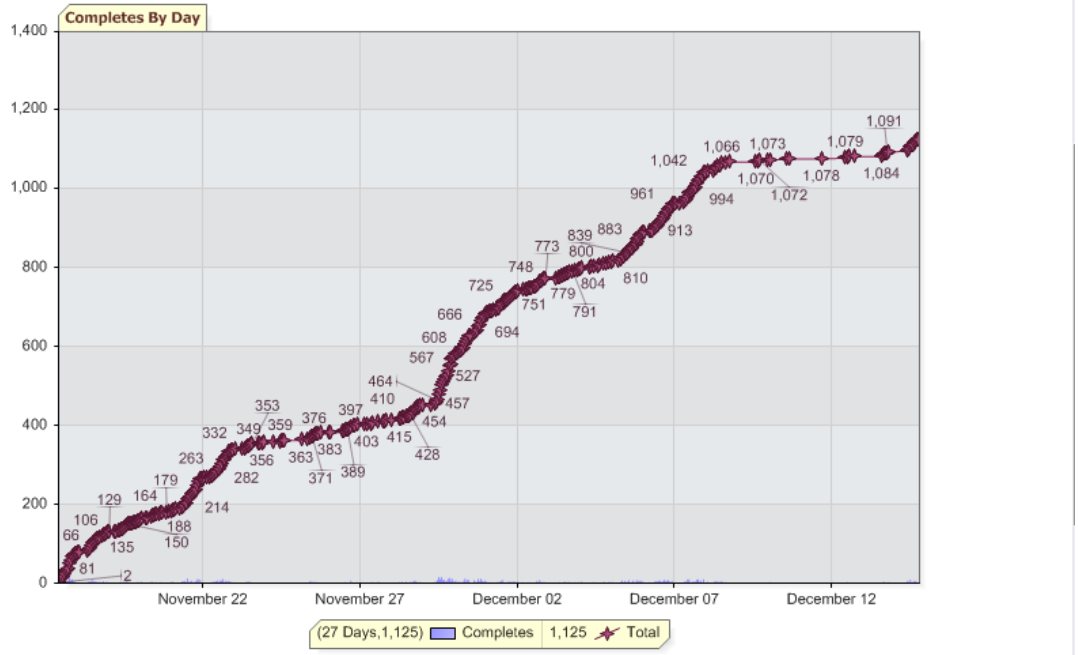
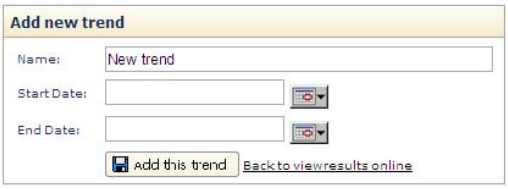
F7c. Completes by Day

This tool allows you to view the number of completes your survey received on a daily basis.


Online Results: Dessert Study FINAL (93676)
1. UserID
2. Random Version Assignment
3. Thank you for taking the time to share your opinions. This will only take about
4. How frequently do you have desserts? (Please select one)
5. How regularly do you dine at a sit down restaurant? (Please select one)
6. When dining at a sit down restaurant, who do you typically dine with? (Please
7. When dining at a sit down restaurant, how often do you finish off dinner with d
8. On occasions when you have dessert, where do you usually have them? (Sele
9. Which best describes the circumstances when you have dessert? (Please se
10. Which of the following do usually have as a dessert? (Select all that apply)
Select Questions:
Select all/none
Limit Results To:
All completes
show more options
Reset Result Settings
Chart Types
Completes by day
Drop analysis
Browse Responses
Weighting
Verbatim Coding
Virtual Questions
Respondent Tracking
View results
Filters
Cross Tab
Export Results
Tools

You will be able to view a chart of when respondents complete your survey:





You may also examine trends to see how many completes your survey received within a specific date range. By selecting dates and **Adding this Trend**, you create a filter that can be used on the **View Results Online** page.

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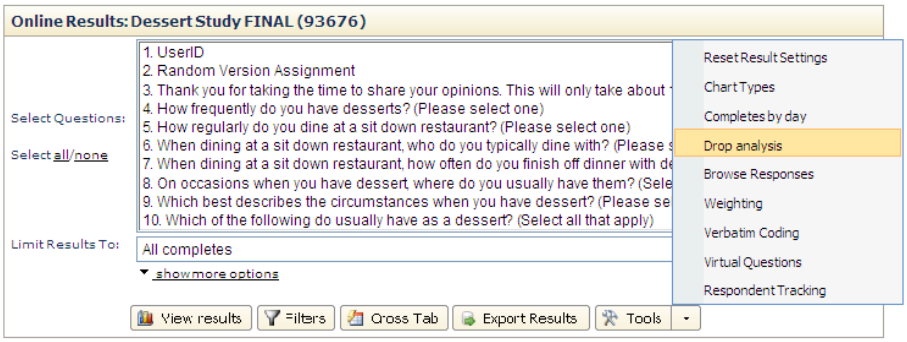
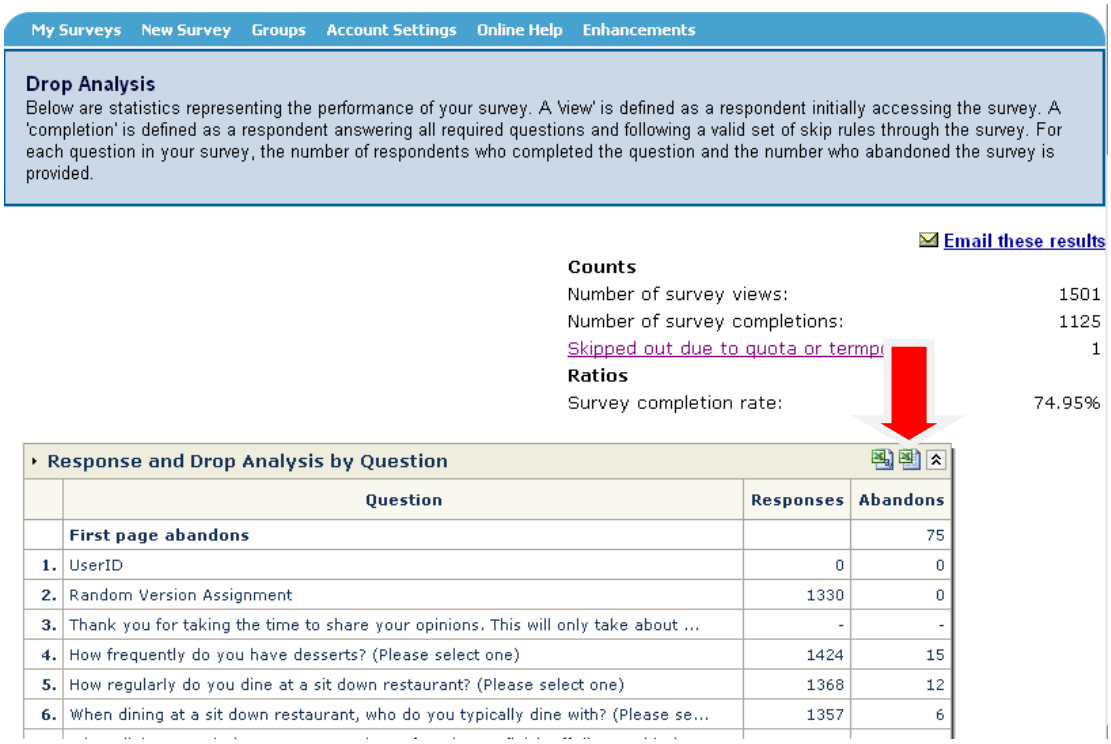
F7d. Drop Analysis

This tool provides a breakdown of when respondents abandoned the survey before completion.


Online Results: Dessert Study FINAL (93676)
Select Questions:
Select all/none
1. UserID
2. Random Version Assignment
3. Thank you for taking the time to share your opinions. This will only take about
4. How frequently do you have desserts? (Please select one)
5. How regularly do you dine at a sit down restaurant? (Please select one)
6. When dining at a sit down restaurant, who do you typically dine with? (Please
7. When dining at a sit down restaurant, how often do you finish off dinner with de
8. On occasions when you have dessert, where do you usually have them? (Sele
9. Which best describes the circumstances when you have dessert? (Please se
10. Which of the following do usually have as a dessert? (Select all that apply)
Limit Results To:
All completes
show more options
Reset Result Settings
Chart Types
Completes by day
Drop analysis
Browse Responses
Weighting
Verbatim Coding
Virtual Questions
Respondent Tracking
View results
Filters
Cross Tab
Export Results
Tools

It is particularly helpful in determining which questions may be causing respondents to exit the survey. Although you are unable to make an edit to a survey that is already live, you can keep this information in mind for future surveys.


My Surveys
New Survey
Groups
Account Settings
Online Help
Enhancements
Drop Analysis
Below are statistics representing the performance of your survey. A 'view' is defined as a respondent initially accessing the survey. A 'completion' is defined as a respondent answering all required questions and following a valid set of skip rules through the survey. For each question in your survey, the number of respondents who completed the question and the number who abandoned the survey is provided.
Email these results
Counts
Number of survey views: 1501
Number of survey completions: 1125
Skipped out due to quota or termp 1
Ratios
Survey completion rate: 74.95%
Response and Drop Analysis by Question
Question
Responses
Abandons
First page abandons 75
1. UserID 0 0
2. Random Version Assignment 1330 0
3. Thank you for taking the time to share your opinions. This will only take about ... - -
4. How frequently do you have desserts? (Please select one) 1424 15
5. How regularly do you dine at a sit down restaurant? (Please select one) 1368 12
6. When dining at a sit down restaurant, who do you typically dine with? (Please se... 1357 6

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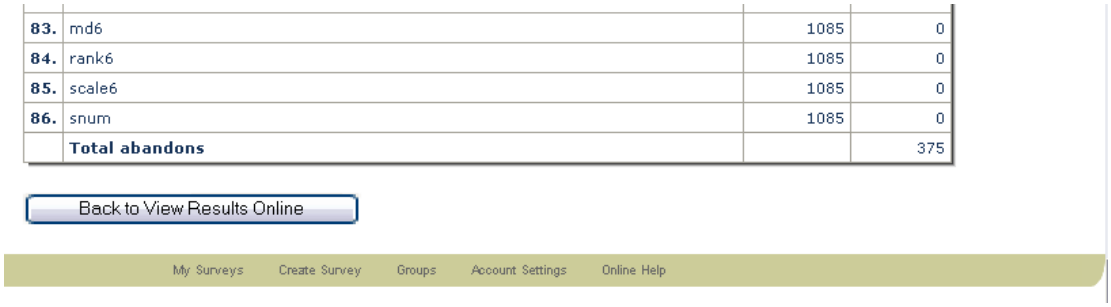

83.	md6	1085	0
84.	rank6	1085	0
85.	scale6	1085	0
86.	snum	1085	0
	Total abandons		375

Back to View Results Online

My Surveys Create Survey Groups Account Settings Online Help

To export your Drop Analysis into Excel, select the icon in the upper right corner of the chart. Please note that this analysis is an estimate; skip patterns, selective question presentation and other complex features will impact the accuracy of the Drop Analysis.

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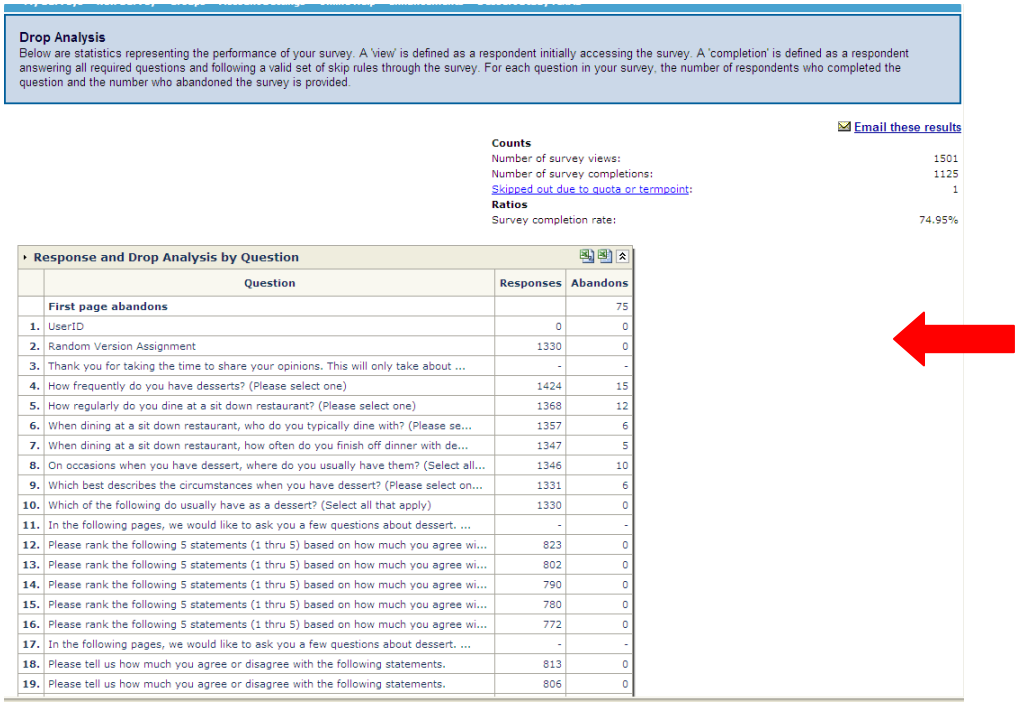
[Skipped out due to quota or Term Point]:

This tool allows you to view the statistics on where respondents are being terminated from your survey:



Drop Analysis

Below are statistics representing the performance of your survey. A 'view' is defined as a respondent initially accessing the survey. A 'completion' is defined as a respondent answering all required questions and following a valid set of skip rules through the survey. For each question in your survey, the number of respondents who completed the question and the number who abandoned the survey is provided.

Email these results

Counts

Number of survey views:	1501
Number of survey completions:	1125
Skipped out due to quota or termpoint:	1

Ratios

Survey completion rate:	74.95%

Response and Drop Analysis by Question

	Question	Responses	Abandons
	First page abandons		75
1.	UserID	0	0
2.	Random Version Assignment	1330	0
3.	Thank you for taking the time to share your opinions. This will only take about ...	-	-
4.	How frequently do you have desserts? (Please select one)	1424	15
5.	How regularly do you dine at a sit down restaurant? (Please select one)	1368	12
6.	When dining at a sit down restaurant, who do you typically dine with? (Please se...	1357	6
7.	When dining at a sit down restaurant, how often do you finish off dinner with de...	1347	5
8.	On occasions when you have dessert, where do you usually have them? (Select all...	1346	10
9.	Which best describes the circumstances when you have dessert? (Please select on...	1331	6
10.	Which of the following do usually have as a dessert? (Select all that apply)	1330	0
11.	In the following pages, we would like to ask you a few questions about dessert. ...	-	-
12.	Please rank the following 5 statements (1 thru 5) based on how much you agree wi...	823	0
13.	Please rank the following 5 statements (1 thru 5) based on how much you agree wi...	802	0
14.	Please rank the following 5 statements (1 thru 5) based on how much you agree wi...	790	0
15.	Please rank the following 5 statements (1 thru 5) based on how much you agree wi...	780	0
16.	Please rank the following 5 statements (1 thru 5) based on how much you agree wi...	772	0
17.	In the following pages, we would like to ask you a few questions about dessert. ...	-	-
18.	Please tell us how much you agree or disagree with the following statements.	813	0
19.	Please tell us how much you agree or disagree with the following statements.	806	0

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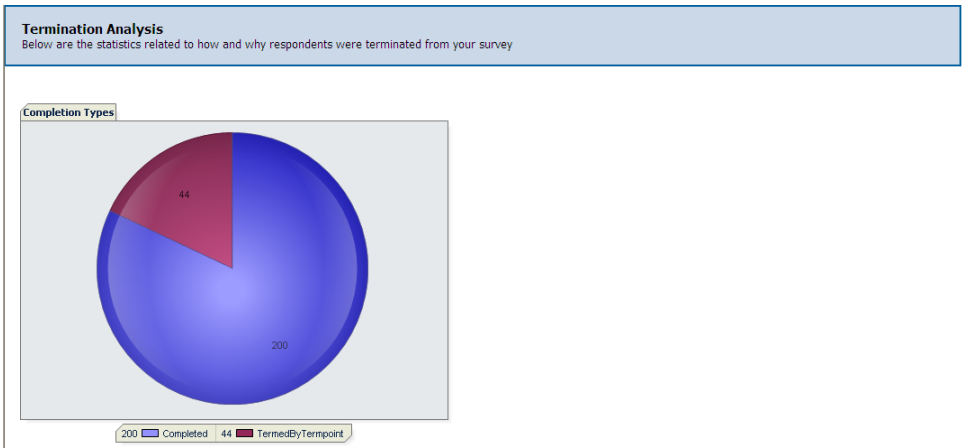
The chart below shows which questions are terminating (or “quota-ing”) respondents out of the survey. You can e-mail these results to yourself or return to the **View Results Online** page.



Term Points

Question	Response	Count
Which of the following statements best describes your involvement in purchasing ...	I do not make electronics purchases for my household	15
Which of the following consumer electronics brands have you heard of?	None of these	2
Which range describes your age?	Over 70	6
What is your annual Household income?	Under $25,000	21

Back to View Results Online | E-Mail Results

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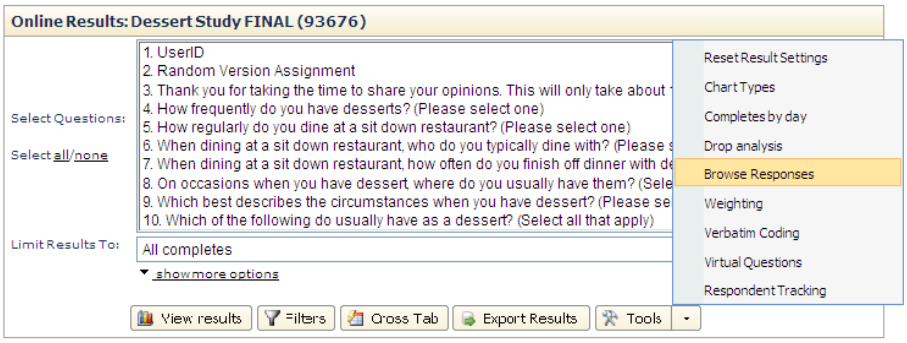
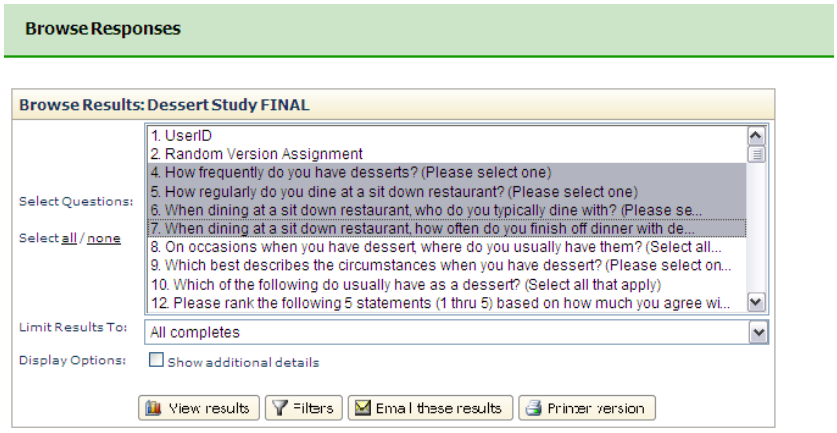
F7e. Browse Responses

This tool allows you to view online uncoded (i.e., the text answer choices instead of the code to each answer choice) respondent-level data for specific questions.


Online Results: Dessert Study FINAL (93676)
Select Questions:
Select all/none
1. UserID
2. Random Version Assignment
3. Thank you for taking the time to share your opinions. This will only take about
4. How frequently do you have desserts? (Please select one)
5. How regularly do you dine at a sit down restaurant? (Please select one)
6. When dining at a sit down restaurant, who do you typically dine with? (Please
7. When dining at a sit down restaurant, how often do you finish off dinner with d
8. On occasions when you have dessert, where do you usually have them? (Sele
9. Which best describes the circumstances when you have dessert? (Please se
10. Which of the following do usually have as a dessert? (Select all that apply)
Limit Results To:
All completes
show more options
Reset Result Settings
Chart Types
Completes by day
Drop analysis
Browse Responses
Weighting
Verbatim Coding
Virtual Questions
Respondent Tracking
View results
Filters
Cross Tab
Export Results
Tools

Once on the **Browse Responses** page, select the questions you would like to view and click **View results**.


Browse Responses
Browse Results: Dessert Study FINAL
Select Questions:
Select all / none
1. UserID
2. Random Version Assignment
4. How frequently do you have desserts? (Please select one)
5. How regularly do you dine at a sit down restaurant? (Please select one)
6. When dining at a sit down restaurant, who do you typically dine with? (Please se...
7. When dining at a sit down restaurant, how often do you finish off dinner with de...
8. On occasions when you have dessert, where do you usually have them? (Select all...
9. Which best describes the circumstances when you have dessert? (Please select on...
10. Which of the following do usually have as a dessert? (Select all that apply)
12. Please rank the following 5 statements (1 thru 5) based on how much you agree wi...
Limit Results To:
All completes
Display Options:
Show additional details
View results
Filters
Email these results
Printer version

You can view the start and complete time for each respondent, based on Eastern Standard time, by checking off the box next to **Show additional details**.

You may also only view the data by filter, by using the dropdown box next to **Limit Results To**. Please see the Filters section for details on how to set up a filter.

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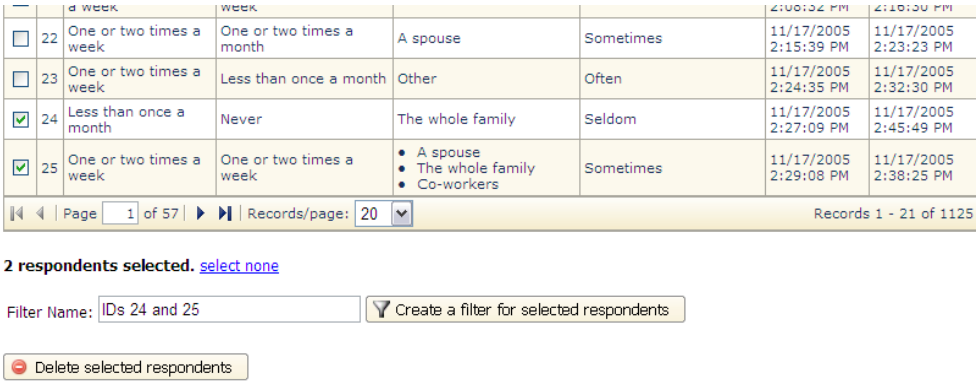
You can export the chart below by clicking on the excel icon in the top right corner of the screen.

Individual Respondent Data

	ID	How regularly do you dine at a sit down restaurant? (Please select one)	When dining at a sit down restaurant, who do you typically dine with? (Please se...	When dining at a sit down restaurant, how often do you finish off dinner with de...	Time Started	Time Completed
☐	0	Three or more times a week	• A spouse • Co-workers • Close friends	Seldom	11/17/2005 10:33:37 AM	11/17/2005 10:41:08 AM
☐	1	Less than once a month	• The whole family	Often	11/17/2005 10:37:21 AM	11/17/2005 10:46:50 AM
☐	2	One or two times a week	• Close friends	Sometimes	11/17/2005 10:48:27 AM	11/17/2005 11:13:05 AM
☐	4	One or two times a week	• The whole family	Never	11/17/2005 11:15:11 AM	11/17/2005 11:20:59 AM
☐	5	One or two times a week	• A date	Seldom	11/17/2005 11:20:21 AM	11/17/2005 11:28:09 AM
☐	6	One or two times a month	• The whole family	Sometimes	11/17/2005 11:31:42 AM	11/17/2005 11:40:50 AM
☐	7	One or two times a month	• The whole family	Sometimes	11/17/2005 11:40:15 AM	11/17/2005 11:55:59 AM
☐	8	One or two times a month	• Close friends	Seldom	11/17/2005 11:42:20 AM	11/17/2005 11:51:13 AM

You can also create a filter based on specific respondents. Simply select the respondents you wish to use in a filter, scroll to the bottom of the page, name the filter and click on **Create a filter for selected respondents**.



☐	22	One or two times a week	One or two times a month	A spouse	Sometimes	11/17/2005 2:15:39 PM	11/17/2005 2:23:23 PM
☐	23	One or two times a week	Less than once a month	Other	Often	11/17/2005 2:24:35 PM	11/17/2005 2:32:30 PM
☑	24	Less than once a month	Never	The whole family	Seldom	11/17/2005 2:27:09 PM	11/17/2005 2:45:49 PM
☑	25	One or two times a week	One or two times a week	• A spouse • The whole family • Co-workers	Sometimes	11/17/2005 2:29:08 PM	11/17/2005 2:38:25 PM

Page 1 of 57 | Records/page: 20 | Records 1 - 21 of 1125

2 respondents selected. select none

Filter Name: IDs 24 and 25 | Create a filter for selected respondents

Delete selected respondents

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An Important note about deleting responses: once you delete a respondent, that respondent is deleted forever. You will be unable to retrieve this information back. When you delete a response you are deleting an entire respondent, not just specific responses.

Other tools:

Weighting, Verbatim Coding, Virtual Questions and Respondent Tracking are advanced tools. If you would like more information, please contact your account representative.

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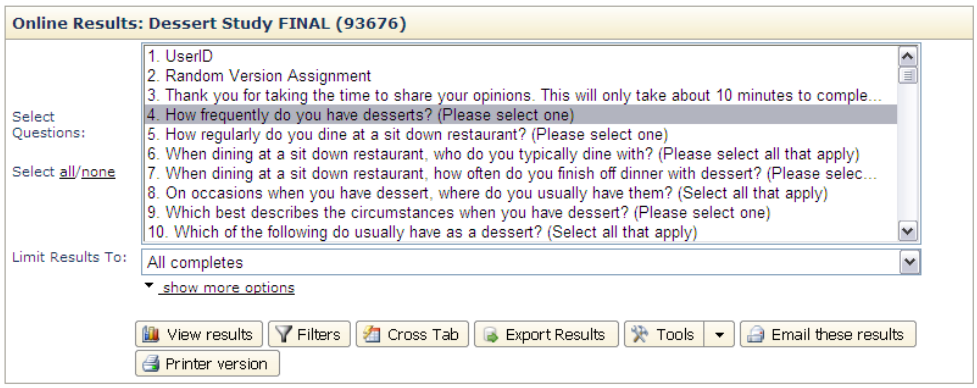
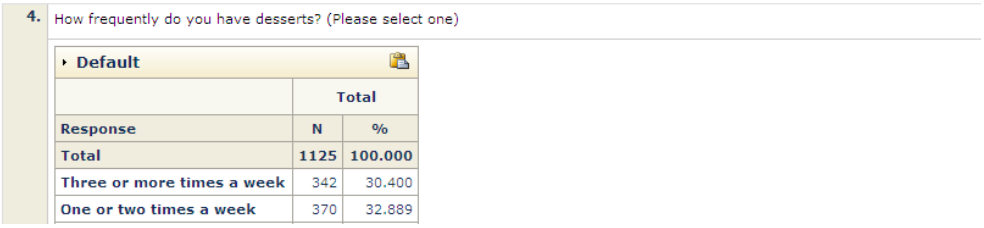
F8. Email Results

When viewing your questions, you also have the option to email the results that are currently on your screen.


Online Results: Dessert Study FINAL (93676)
Select Questions:
Select all/none
1. UserID
2. Random Version Assignment
3. Thank you for taking the time to share your opinions. This will only take about 10 minutes to comple...
4. How frequently do you have desserts? (Please select one)
5. How regularly do you dine at a sit down restaurant? (Please select one)
6. When dining at a sit down restaurant, who do you typically dine with? (Please select all that apply)
7. When dining at a sit down restaurant, how often do you finish off dinner with dessert? (Please selec...
8. On occasions when you have dessert, where do you usually have them? (Select all that apply)
9. Which best describes the circumstances when you have dessert? (Please select one)
10. Which of the following do usually have as a dessert? (Select all that apply)
Limit Results To:
All completes
show more options
View results
Filters
Cross Tab
Export Results
Tools
Email these results
Printer version



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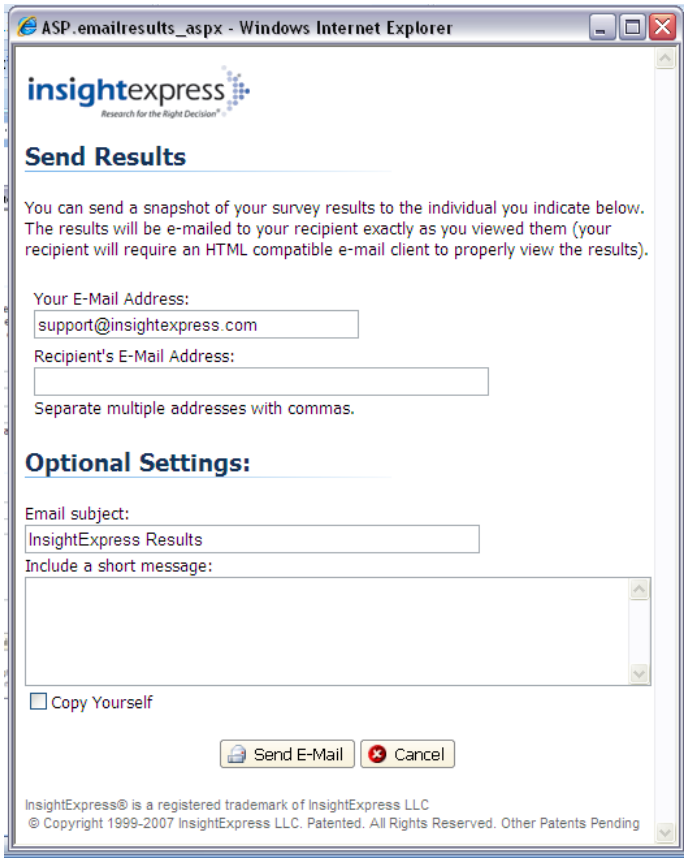
After clicking on the **Email these results** button, a new window will appear on your screen. Here you can specify who will be the recipient(s) of these results, as well as what you would like to say in the subject of the email.


ASP.emailresults_aspx - Windows Internet Explorer
insightexpress
Research for the Right Decision®
Send Results
You can send a snapshot of your survey results to the individual you indicate below. The results will be e-mailed to your recipient exactly as you viewed them (your recipient will require an HTML compatible e-mail client to properly view the results).
Your E-Mail Address:
support@insightexpress.com
Recipient's E-Mail Address:
Separate multiple addresses with commas.
Optional Settings:
Email subject:
InsightExpress Results
Include a short message:
Copy Yourself
Send E-Mail
Cancel
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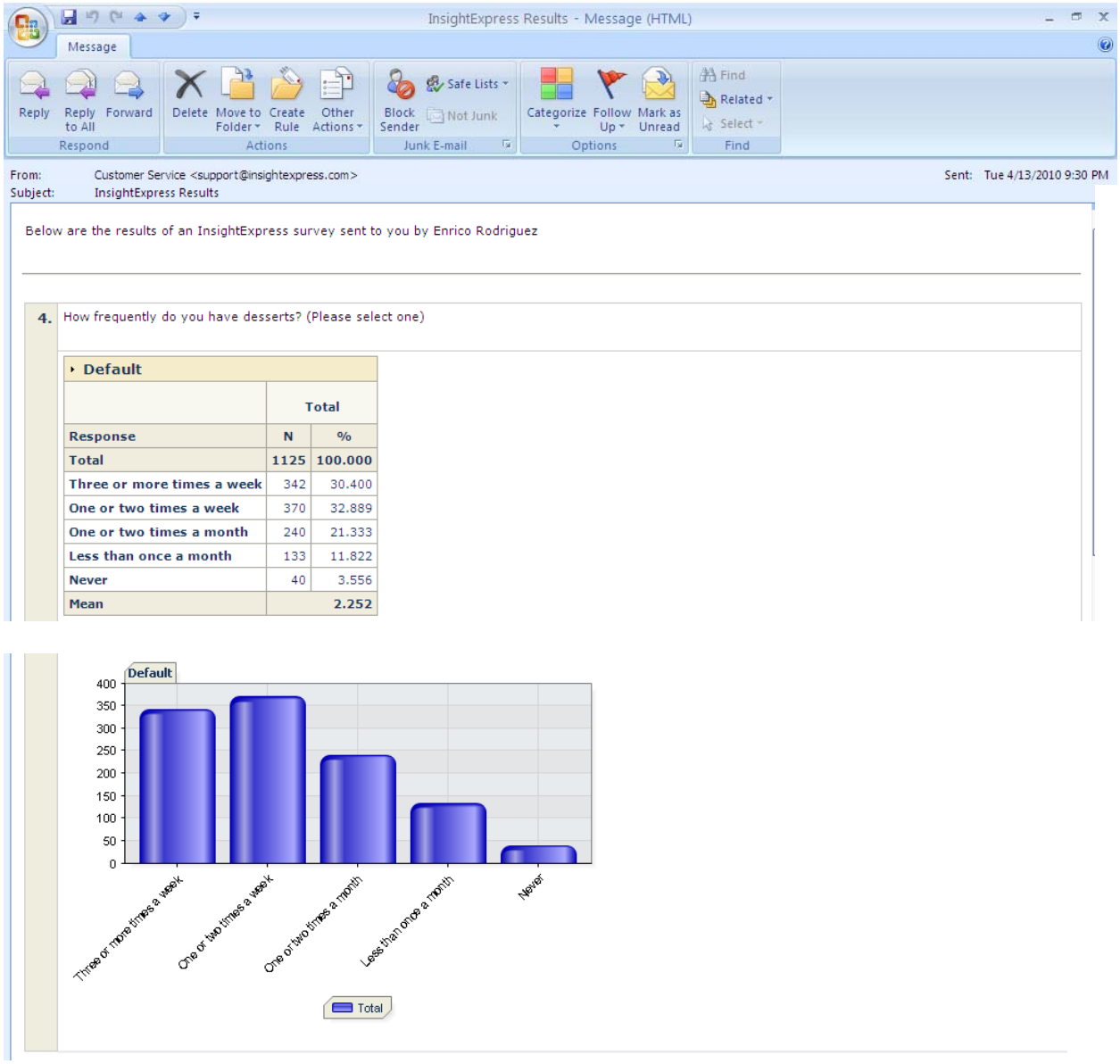
The email will appear as:



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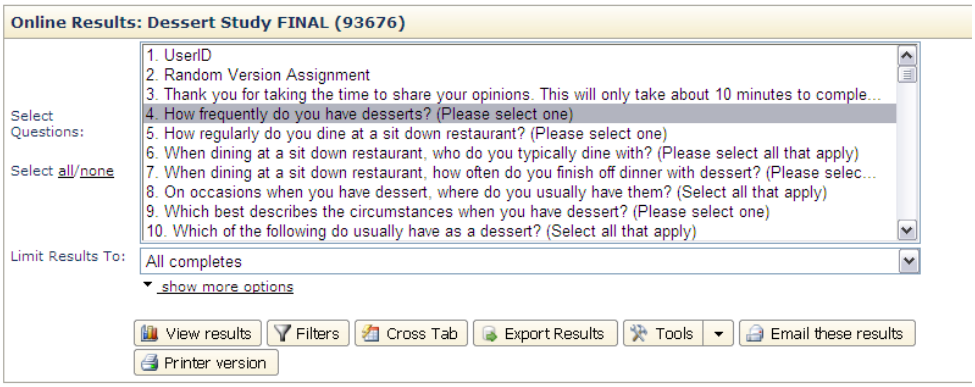
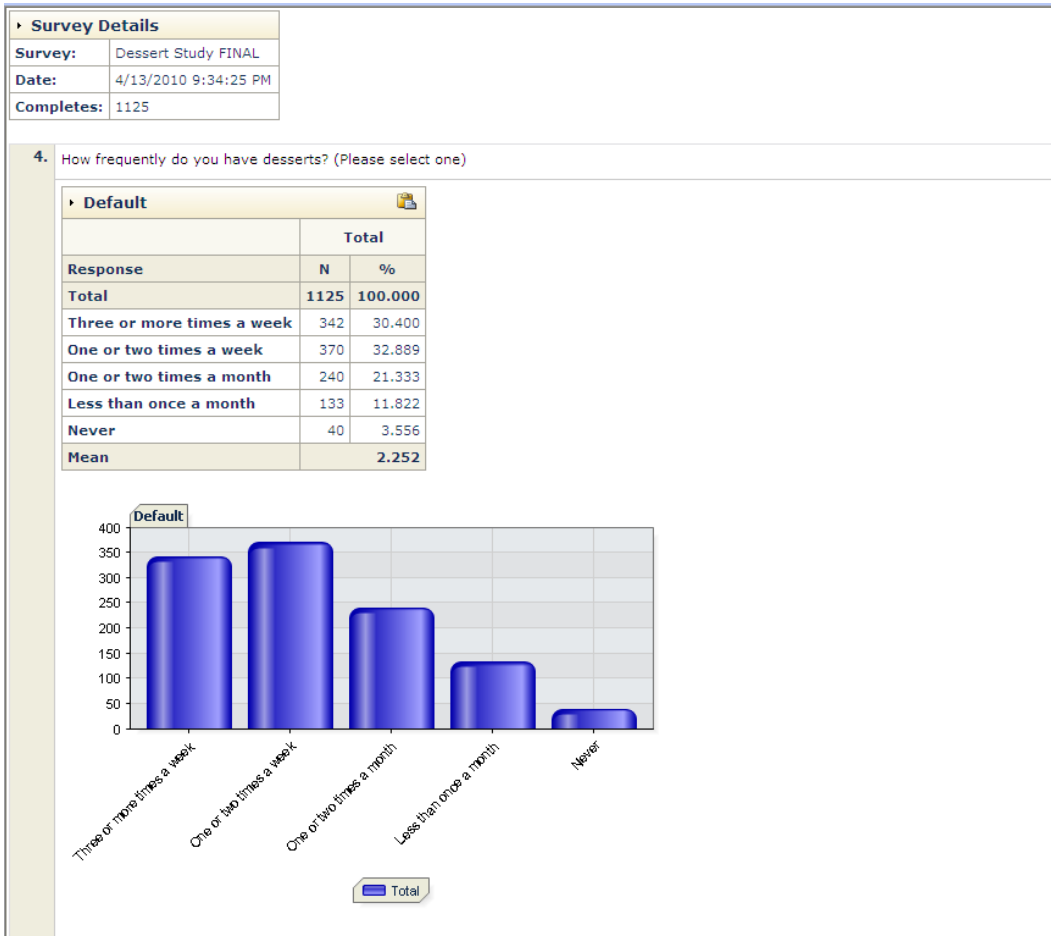
F9. Printer Version


Online Results: Dessert Study FINAL (93676)
Select Questions:
Select all/none
1. UserID
2. Random Version Assignment
3. Thank you for taking the time to share your opinions. This will only take about 10 minutes to comple...
4. How frequently do you have desserts? (Please select one)
5. How regularly do you dine at a sit down restaurant? (Please select one)
6. When dining at a sit down restaurant, who do you typically dine with? (Please select all that apply)
7. When dining at a sit down restaurant, how often do you finish off dinner with dessert? (Please selec...
8. On occasions when you have dessert, where do you usually have them? (Select all that apply)
9. Which best describes the circumstances when you have dessert? (Please select one)
10. Which of the following do usually have as a dessert? (Select all that apply)
Limit Results To:
All completes
show more options
View results
Filters
Cross Tab
Export Results
Tools
Email these results
Printer version

The printer version feature allows you to print the questions that you are currently viewing in a nice printer-friendly format. Below is what the page will look like:



Survey Details

Survey:	Dessert Study FINAL
Date:	4/13/2010 9:34:25 PM
Completes:	1125

4. How frequently do you have desserts? (Please select one)

Default

	Total	
Response	**N**	**%**
Total	**1125**	**100.000**
Three or more times a week	342	30.400
One or two times a week	370	32.889
One or two times a month	240	21.333
Less than once a month	133	11.822
Never	40	3.556
Mean		**2.252**

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